

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXV, No. 12 NEW YORK, JUNE 23, 1921



B. A. I. S. 1878 with  
N. W. Ayer & Son



Peter, Peter,  
Pumpkin Eater

## MULTIPLICATION without VEXATION

HUMAN nature is human nature wherever you find it—only some folks have more of it.

You can reach the whole world with an appeal to the purse. You can reach the world and his wife and his children through their tummies.

In advertising Ferry's pure bred Seeds we have exposed the whole community to the contagious desire for the tenderness, lusciousness and flavor of home grown, freshly gathered garden goodness, and the beauty of perfect color, form and fragrance in flowers.

Added to that is the lure of gain—sowing one and reaping an hundredfold.

Oh yes, "The Heart has a thousand strings—" They are there to jangle or thrum harmonies on according to one's skill. That we have struck harmony is witnessed by hundreds of thousands of big and little gardeners who have caught the Ferry idea.

N. W. AYER & SON  
ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO

June 23, 1921

*From*

MUTUAL SERVICE CORPORATION  
140 Cedar St., NEW YORK, March 17, 1921.

THOMAS PUBLISHING CO.,  
129 Lafayette St.,  
New York, N. Y.

Gentlemen:—

I have just finished figuring the cost per inquiry during 1920 from twenty-six publications which carried the advertisements of one of my clients and thought you might be interested to know that Thomas' Register produced inquiries at a considerably lower cost than any of the other publications on this list.

F. J. Low,  
*Vice-President.*

*From* NATIONAL ROOFING Co., Tonawanda, N. Y.

May 2, 1921.

"We want to take this opportunity of stating that we receive more inquiries from Thomas' Register than from any other periodical in which we advertise."



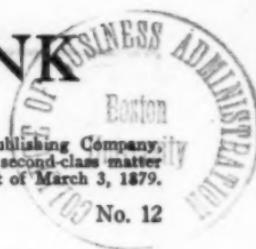
THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

More than 25,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. They all wanted it, ordered it and paid for it, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

**THOMAS PUBLISHING COMPANY**  
129-135 Lafayette St. New York City

# PRINTERS' INK

Registered U. S. Patent Office



23, 1921  
used weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

CL. CXV

NEW YORK, JUNE 23, 1921

No. 12

## Increasing Sales, by Exposing the Selling Organization to More Business

ime to Take Stock on the Adequacy of the Force That Is to Keep the Factory Busy

By Britton Ashbrook

HOW many calls per day can your salesmen average in the country? In the city? In New York State? In New Mexico? How many dealers in each of your territories? How many of them are worth calling on? How often would your dealers receive a salesman's visit. Is your average dealer smaller or larger than it was two years ago? Are your mail-orders on the rise? What methods can increase the average number of interviews secured by each salesman each day? Is it better to work a portion of the country intensively or to skim the cream of the business from the whole country? You might say that the whole business situation depends on a proper answer to these questions. It takes more effort to get business to-day than at any time for several years. You cannot get dealers unless you work for them. Consumers have to be urged more persistently to buy. Dealers have to be solicited more frequently. Territories have to be covered more thoroughly. Every opportunity must be followed up more closely. The company that gets the most business to-day is the company that exposes itself to every sales possibility.

Before the birth of the departed cyn days of selling, the

search for such answers was routine in really efficient selling circles. Suddenly the business of selling goods turned into the business of apologizing for the lack of goods. Naturally enough, our sales inquisitiveness sunk into our mental cellars.

But a new selling period is here. Sales managers are again thinking in terms of question marks. White-hot competition is singeing sluggards. The balance sheet requests answers to forgotten questions. "Results or resignations" demand boards of directors. A given sales expense has to produce a given sales return.

How? Answers or partial answers are beginning to turn up. We again begin to see the truth of the axiom, "It is during the hard years that the real forward steps are taken."

A year ago a textile manufacturer who works direct with the retail trade was securing a satisfactory volume of business from New York City. Then over the entire country his sales suddenly fell. Shortly his other territories began to come back. But despite a renewal of retail activities Metropolitan District conditions grew worse instead of better.

The sales manager came to investigate. He sought the aid of a friend in charge of sales for

an allied but non-competitive line. In the conference that followed a few simple but guiding facts came out.

The New York City sales territory, which logically takes in the suburbs, holds about one-tenth of the people of the United States. Serving these 10,000,000 odd people are about 4,800 dealers handling the lines made by this textile house. At least 2,500 of these merchants absorb enough merchandise and are of sufficiently high credit to warrant their regular cultivation.

In the line spoken of a salesman can hardly be expected to secure more than ten satisfactory interviews per day. So a man's working month nets about 250 calls. And dealers should be seen at least once a month.  $2,500 \div 250 = 10$ . Obviously not less than ten salesmen could satisfactorily cover the market.

One salesman was trying to do it. In his efforts to multiply himself he was hopping here, there and everywhere. He was spreading a thin coating of effort over a wide territory, but concentrating on no part of it. When he was in one part of the city he worried for fear of losing out in another part. That cramped his selling style in the district he was working.

He continually lost sales because of inability to follow up prospects. Altogether he was mentally harrassed. Only because merchants were taking his goods away from him had he been able to deliver a previous success.

A check-up of other territories showed that their productiveness was in almost direct ratio to the intensiveness of their cultivation. New York City had suffered because mere geography had had too much to say. On the official maps New York City is a dot. But on a map distorted according to population it forces whole sections into a back seat.

The net of this "paper and pencil" survey of New York City as a market led to this definite decision: It is better to stay out of a market entirely than to waste money in futile pecks at it. The

company in question is now considering in further detail adequate means of covering New York.

Once again, the following example proves that the eye is a traitor when you let it serve as the main guide in laying out a sales territory.

Not long ago a maker of lubricants broke off his New Jersey jobbing arrangements. He decided to work the trade direct. Over his maps the president decided that two salesmen could cover this small area. His eye told him so.

But when his sales manager presented statistics of the number of New Jersey garages, New Jersey service stations, New Jersey turbine owners, New Jersey steam engine plants and vessels docking at New Jersey water fronts, common sense told him that no less than six salesmen could hope to cover effectively the "tiny" State of New Jersey. Tiny in area, but huge in sales possibilities.

An ex-brewer going into the soft drink business planned to cover the Atlantic States with twenty men. A check-up of the number of retail outlets showed that he needed fifty. A special manufacturer desired to cover all the grocers of Greater New York within a very limited period. He engaged ten men. Half way through results proved that he should have engaged twenty. But he could have figured this out in advance and made more effective a plan whose success demanded quick covering of the entire trade.

A manufacturer of women's patterns works his dealers most effectively. Every part of the country gets its just deserts. None is slighted. None is worked to the point of diminishing return.

The sales manager will tell you that four maps keep him from falling into a commonplace error. They are the strangest looking maps of the United States you ever saw. He calls them distorted maps. One is distorted according to population. New York is monstrous—the "population-Texas." Rhode Island and New Jersey have burst their geographic bounds. New England is magnified. Illinois has elephantiasis.



1921

June 23, 1921

PRINTERS' INK

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## Wonderful News from China

THE China Famine Fund opened by the Christian Herald last November, and later expanded with the appointment by President Wilson of the American Committee for China Famine Fund, has closed its appeal with a record of more than \$7,250,000.00 of American money sent to China for relief purposes. Of this sum Christian Herald subscribers contributed more than \$565,000.

The appeal for relief, with headquarters at the offices of the Christian Herald, has been carried into every corner of the land in the last few months and has made the American people infinitely better acquainted with China and the Chinese. It has cemented the bonds of friendship that have linked together China and the United States for decades; it has encouraged China in her struggles to attain political and economic independence, and it has proved to the world again the spirit of generosity that possesses this nation.

The readers of the Christian Herald are to be warmly congratulated for their part in this great work.



### The Christian Herald

GRAHAM PATTERSON, Publisher

BIBLE HOUSE, NEW YORK

market entirely than to waste money in futile pecks at it. The

bounds. New England is magnified. Illinois has elephantiasis.

But New Mexico has shriveled and shrunk.

Square miles don't make a market. Round numbers of people do. His distorted population map never lets this sales manager forget it.

Another map is distorted according to customers; another according to prospects; another according to advertising circulation.

To make a long story short, these maps help to make short work of a long task. With their visual aid it is easy to see which territories deserve strongest sales push; which are being undersolicited; which are subject to the greatest advertising pressure. This organization comes pretty close to knowing how many salesmen make a sales force for the whole country and for any section of it.

#### MAIL-ORDER TOTAL AS DETECTIVE

The mail-orders received by each of ten houses in as many different lines show remarkable increases over the average. One firm shows mail sales as 24 per cent of the March total. Three per cent is normal. Another shows 15 per cent as opposed to a normal 5 per cent. A third 7 per cent as against a normal 2 per cent. So it goes.

"Fine," says an average superficial verdict. "Bad," says one house with whose operations we are intimate. But why bad? Are not increased mail orders a natural result of general hand-to-mouth buying? Yes! But too great a percentage of mail orders indicates that dealers are not being seen often enough.

Faith in the continuance of any great percentage of mail orders does not match up with human nature in buying. If a competitive salesman is on the spot he may get the order—and a foothold. If smaller lots are the order of the day, then more frequent calls must become the order of the day—at least as long as they can be made profitable.

The house we have mentioned is doing something to meet this condition. It has analyzed the mail sales for each territory in re-

lation to conditions, in relation to numbers of dealers, in relation to total business, and in relation to normal mail sales.

In twenty-seven territories the company is simply urging its men to get around more quickly. It is suggesting that when possible trade be worked at night. It is suggesting some long distance calls to large customers. It is pointing out to each of twenty-seven salesmen a condition which demands more frequent visits—or the possible necessity of splitting up territories.

In three territories a thorough muck-raking shows a long-neglected need of a territorial reapportionment. Five men are going to make the calls three were trying to make.

Another organization is treating like symptoms in a different manner. Its selling is such that it cannot afford to have the salesmen feel hurried. But mail orders are unhealthily heavy.

So instead of waiting for dealers to send in mail orders the company is actively soliciting mail orders. Here's how. To each three road men an inside sales correspondent has been assigned. The job of these sales correspondents is to make a mail call on his salesmen's customers about midway between personal visits. A close liaison between salesmen and correspondents and the comparatively small number of customers served by each salesman permit the letters to be personal—like the following, for example:

"Since Mr. McAvoy saw you two weeks ago we have brought out an addition to our line of wash dresses. The attached little circular shows this dress and gives all details of material, cost, etc.

"We have no hesitancy in recommending this dress to you as a popular summer seller. While we know that you can sell at least two dozen of this model we are merely suggesting that you take one-half dozen now. If we ship them by express you will have been able to show and doubtless sell most of them by the time Mr. McAvoy again calls on you about three weeks hence.

**CROSS-X-KNIT Underwear  
Doesn't Itch**

Especially made for active boys. Won't make you scratch. Feels like your skin. Full freedom of muscle action. Won't bind or bunch or catch. "Holds its shape" no matter how often it goes to the wash.

Comfortable, warm, strong and flexible union suits make made.

Ask for

**CROSS-X-KNIT**  
"HOLDS ITS SHAPE"  
**UNION SUITS**

at your store. Remember the X.  
CROSSINCHAM KNITTING MILLS, Inc.  
PHILADELPHIA

**Worth  
mentioning  
to boys!**

Underwear purchases for the readers of THE AMERICAN BOY run into millions of dollars every year.

Boys are getting critical in this direction. They're having their say as to what they will wear.

There are sound selling reasons for the presence of these well-known underwear advertisers in THE AMERICAN BOY. More than 500,000 boys, averaging 15½ to 16 years old, read THE AMERICAN BOY every month.

## THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices: 286 Fifth Ave., New York. 1418 Lytton Building, Chicago

June 23, 1921

# Changin' the footwear of

**How the American boy taught  
everybody a new comfort in  
summer footwear**

The complete line of canvas rubber-soled shoes for men, women and children developed from the "tennis shoe" you wore as a child

FORTY years ago boys and girls in this country began wearing the "tennis shoe" for summer. To-day that simple model has developed into a line of many different styles for men, women and children, every one based on good old "tennis shoe" comfort. From Maine to California, they're wearing Keds for every summer need.

Four freedom, comfort, pleasure—these were the things boys found in their "tennis shoes." They were what led the United States Rubber Company to invent and manufacture this complete new line of summer footwear.

Keds for every kind of wear

There's a pair of Keds for every summer need—whether day wear, light gymnasium shoes, sneaker, tennis shoes for extra rough wear, smart "athletic" type.

All Keds are made by the United States Rubber Company, the oldest rubber organization in the world.

You can find Keds at every good store where shoes are sold. Try them on—see how comfortable they are. If you don't like them, have your dealer change style, he can get it for you in a day or two. Be sure to look for the Keds label on the heel—the guarantee of quality and service.

**United States Rubber Company**



Good for athletic wear.  
The most popular athletic shoe in the world. It is made of  
the best leather and has a strong, flexible sole of  
rubber. It is a good shoe for tennis, basketball, football,  
baseball, and other sports.



# Keds



One of the tennis shoes the  
shoe store where you buy  
your clothes. It is made of  
the best leather and has a  
strong, flexible sole of  
rubber.



A general wear shoe.  
It is made of the best  
leather and has a strong,  
flexible sole of rubber.  
It is a good shoe for  
walking, running, and  
other general wear.

Not all canvas rubber-soled  
shoes are Keds. Shoes are made  
only by the United States  
Rubber Company. Look  
for the name Keds on the shoe.



J.  
V.

June 23, 1921

PRINTERS' INK

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# the summer of the nation

Today all America puts on its summer shoes when it gets out its straw hats.

Exceptional merchandise, backed by just as exceptional merchandising and persistent advertising, have actually effected a permanent change in a deep-rooted habit of a whole people.

It has been the privilege of the J. Walter Thompson Company to co-operate with the United States Rubber Company in presenting this product to the trade and to the public.

A  
**J. WALTER THOMPSON  
CAMPAIGN**

June 23, 1921

"An order is enclosed with stamped envelope. Your signature makes it valid."

How many salesmen make a sales force? Yesterday nine salesmen comprised this highly satisfactory sales force. To-day to function properly it needs nine salesmen and three sales correspondents.

#### MORE SALESMEN OR MORE CONTRACTS PER SALESMAN?

In these stringent financial days many houses simply cannot afford to invest present money in new salesmen on the prospect of future returns.

Where territory is not already being properly covered the only answer is more calls per salesman per day. How can they be had?

The automobile is again coming in for consideration. In "good roads" territories will a car let a salesman make more calls than will train schedules? In summer? In winter? Will saved railroad fares pay for cars bought on the time payment plan? These questions are worth considering, are they not? They are being considered in many quarters.

Portable typewriters? Can a salesman partially duplicate himself by letters? One house thinks so. They have equipped all their men with machines.

Advance cards? In certain cases can advance cards tell enough of the sales story to shorten the interview? Yes! Salesmen for a new insecticide are showing a record number of calls and orders per day. A series of seven clever advance cards tells practically the whole of a unique and simple, but striking sales story. The salesmen report that in many cases the order is practically waiting for them.

Telephones? A grocery jobber has doubled his phone selling department. The cause? Day-to-day buying by grocers. The result? The best sales investment he ever made.

A standardized sales canvass is the prescription written for one of the sales difficulties of a food manufacturer. He wanted, and conditions demanded, more intensive

distribution. But he was loath to put on more salesmen. More calls per day was the only remedy. They were gotten by a standardized sales canvass which can be delivered in two minutes if the prospect does not interrupt. True, it falls flat in many cases. If it does the salesman wastes no more time in persuasion. He moves on to the next grocer.

Using this standardized solicitation, the average salesman is turning in about 30 per cent more individual orders. Volume remains about the same. But volume is not the goal. Distribution is.

The same number of salesmen still makes a sales force. A changed manner of selling has had the same net result as if more men had been added under the old system of selling.

#### MUST TERRITORIES BE SPLIT?

If sales forces are to be readjusted to meet new conditions, many must again face the old bugaboo of territory splitting. Is any sales department problem more grievous? But if the knife is the only cure what methods most quickly restore the patient to a cheerful frame of mind?

A maker of a drug store proprietary realized that his other duties were denying the sales department of a constantly interested head. He hired a high calibre sales manager. A three months' survey showed that sales department expansion had not kept pace with sales expansion. To make sure of holding in difficult times, what they had gotten in easy times demanded twenty salesmen instead of ten. Each man faced the necessity of relinquishing half his customers.

The operation was performed with a minimum of anguish. The head of the business said in part to all of his ten old-timers: "I have always seen to it that you men made money, haven't I? Well, my judgment is that the safety of our present great volume demands that each of you relinquish half his present trade. Each of you must see less trade but see it more often. You won't believe that you

(Continued on page 145)

**N**ORDHEM SERVICE in the Poster Advertising field has steadily grown to mean more and more in sales and merchandising. The latest step in the advancement of this service is the engagement of

## AUGUST W. HUTAF

(Formerly Vice-Pres. Einson Litho, Inc.)

Thru his experience as Art Director of the U. S. Printing and Lithographing Co., Mr. Hutaf is expert in the creation of designs that can be executed at a maximum of saving.

Thru his former connection as Art Director of the William H. Rankin Co., he is well equipped to suggest the best in Art from the advertiser's viewpoint.

It is interesting to remember that Mr. Hutaf was the winner of the \$1000 prize awarded by the Poster Advertising Association for the best design advertising Poster Advertising.

The services of Mr. Hutaf and of the entire personnel of the Nordhem organization are at the command of any user or prospective user of Posting.

## IVAN · B · NORDHEM COMPANY

*Poster Advertising in the United States and Canada*

8 West 40th Street 117 N. Dearborn Street · Bessemer Building  
New York City Chicago Pittsburgh

June 23, 1

## Southern Newspaper Publishers Meet

Convention Hears That the "Sell It South" Advertising Campaign Has Made Good

By special wire to PRINTERS' INK:  
Asheville, N. C., June 20.

THE 19th annual convention of the Southern Newspaper Publishers Association at the Battery Park Hotel opened here today with more than 150 members present. Besides publishers, a number of nationally known advertising men and women came on from the Atlanta convention of the Associated Advertising Clubs of the World as well as many prominent special representatives and others interested in the publishing field.

President Foster, of the Houston, Tex., *Chronicle*, opened the proceedings by delivering his report and used the slogan of "Let's Go," as the theme of his address. Secretary Walter Johnson reported steady progress in his office, the S. N. P. A. now having a membership of 238 publishers, representing nearly every daily newspaper in the South.

The most important matter taken up at the morning session was the report of the advertising committee. A. G. Newmyer, of the New Orleans *Item*, the chairman, read his report and explained that the expenditure of the \$25,000 fund for advertising the "Sell It South" campaign has made good and would continue. The committee's recommendations were heartily approved, and the thanks of the association was voted to Mr. Newmyer and his committee and to the Southern Council of the American Association of Advertising Agencies, of which E. E. Dallis, of Atlanta, was chairman.

In connection with the Advertising Committee's report a wonderful display was arranged in the Convention Hall, in charge of B. Wyatt, of the Johnson-Dallis Agency of Atlanta.

On motion of Mr. Newmyer, the

convention will invite the National Association of Classified Managers to hold a midwinter conference in the South, and publishers pledged themselves to send their classified advertising managers to this meeting.

The outstanding feature of the afternoon meeting was the heart-to-heart-talk by James O'Shaughnessy, secretary of the A. A. A. A., relating to closer relations between agencies and publishers, and the resolution offered by Clark Howell, editor of the Atlanta *Constitution*, in favor of the School of Journalism at Washington and Lee University. Mr. Howell explained that this was the first chair of journalism in America, having been established by General Robert E. Lee soon after the Civil War. The S. N. P. A. went on record as approving the resolution to give fullest support to this school.

The following officers are in charge of the sessions: Marcellus Foster, president, Houston *Chronicle*; W. A. Elliott, first vice-president, Jacksonville *Times Union*; Chas. I. Stewart, second vice-president, Lexington *Herald*; W. C. Johnson, secretary-treasurer Chattanooga *News*.

It was arranged this year to do away with special addresses and to devote all the time to discussion of topics which were suggested to the secretary by the different members. These topics are of vital interest to every publisher. A time limit of five minutes is given to each speaker.

### Kellogg's Corn Flakes with Ayer

The Kellogg's Toasted Corn Flake Company, Battle Creek, Mich., has appointed N. W. Ayer & Son, Philadelphia, to have charge of its advertising account.

# 10 Ways

## in which the Merchandising Department of The Des Moines Register and Tribune serves advertisers

1. The men comprising this department are acquainted with the buyers in the influential trade channels, retail and wholesale, to whom they are able to introduce an advertiser's representative and explain the campaign that is to run in The Register and Tribune.
2. Prints and circulates broadsides to dealers in the Des Moines trade territory, reproducing ads from campaign and telling of the possession of a non-cancellable contract that is to run for a definite period in The Register and Tribune or The Sunday Register, calling for a definite amount of space. The only expense to the advertiser is the cost of mailing.
3. Makes up trade surveys for a manufacturer, visualizing the market, determining manufacturer's distribution if any, competition, and the potential possibilities.
4. Furnishes route lists of city and suburban dealers for salesmen.
5. Makes arrangements for window displays.
6. Checks up progress of sales when requested.
7. Secures co-operation of local merchants to feature the product advertised in their own advertisements.
8. Possesses channels through which arrangements for demonstrations can be made.
9. Furnishes portfolios that the manufacturer's salesmen may carry, containing the necessary points of interest about the campaign.
10. Keeps in touch with the dealers and sees that the goods are prominently displayed.

**Over 100,000 Net Paid Daily and Sunday  
in Des Moines and Iowa**

**Representatives**

Chicago  
Glass and Irvin  
Wrigley Bldg.

New York  
I. A. Klein  
Metropolitan Tower

W. R. Barranger Co.  
San Francisco  
Los Angeles, Seattle

June 23, 1021

June 23,

# Collier's

THE NATIONAL WEEKLY

Re: a copy

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## The Real Business of Diplomacy

*By Maurice Francis Egan*



The extension of communism is the foundation of our diplomacy. A better understanding of foreign trade conditions might move these cold realities of American life.

To know what is going on in the great business of the world may give a business operator what assistance to his operations.

Of late it has been somewhat the fashion to say that we have learned our lesson and that the methods of keeping our Government in touch with the psychology, intentions, desires, likes, and dislikes of foreign nations, especially in the East, are now perfected. How this impression could have originated in view of the present condition of the Chinese and German governments is difficult to understand.

ing of foreign trade conditions might move these steps, running at different speeds, through our economy, banking, and commerce. It is true that, under the circumstances, the foreign market of the country gains the most from such a policy, but this very fact makes it difficult to follow the style of Pöhl's policy, which is based on the theory of exchange, respectively. It is, however, dependent on a system of prohibited exchange rates, which is an alternative as far as the foreign market is concerned.

and carried the corpse of his son back.

**B**T way of ensuring for the future of the members of our Diplomatic Service to make it morally a necessity which it serves, we are told that the Standard, Disciplinary, Remunerative, &c.,

English Diplomatic Service fell down; hence the war; the note reprobate is levied at the French, at the Russians, and even by a few obstinate persons at the Japanese. This review is the result of a resolution I had that in modern times England has lost the principal business of Diplomacy which is avoided wars. This misconception is current only in the United States. There is not a party able to do in the English navy, a second investigation in the way of steamers, or a breaking of any English citizen who can

One will find, on careful examination, that the justification of certain nations to enter the war was not founded on a history of war, or the belief that war was an uncontested right, but on the positive knowledge that one had to be made.

It must be remembered, too, that never for a moment did the Foreign Department forget the imperial character of their two countries. They were

not deserved); there was not a disposition in Europe who did not believe that war was justified. As a very astute Japanese observer once said: "The Western nations appear here to have a Christian conception of Christianity to contend. There can be no other

only for nations, since a nation has no soul, and it, therefore, cannot be provided or re-created in an empire, which does not exist for it.<sup>1</sup> Clearly, however, this statement, though not usually expressed by the members of the Church of Christendom, was very clearly made by those who founded the empire, as regards the nature of the Christian nations of the West. The first has its own system of thought, but so too has the East and West, etc., to say nothing of the other parts of the world.

Diplomacy is not all speech-making.

American ambassadors and their colleagues are really foreign salesmen who have to sell our national ideals, ideas and merchandise.

The foundation of diplomacy is the legitimate extension of commerce.

No man is more familiar with the business of diplomacy than Dr. Maurice Francis Egan. His article in Collier's for June 25 will give the average American a clearer conception of the importance of our foreign relations in our daily lives.

**Collier's**  
*THE NATIONAL WEEKLY*

# Sunday Baltimore NEWS and AMERICAN An Exceedingly High Grade Combination

THE Sunday Baltimore NEWS is a compact one section newspaper exactly like the daily editions of the Baltimore NEWS except that it never exceeds 36 pages and sells for 3c instead of 2c per copy.

The Sunday Baltimore AMERICAN has a full page advertisement on the front of only one of its six or eight sections; "there is daylight all through it." The character of the illustrations and news matter on the front page of every one of these sections unmistakably stamps the paper as very high grade.

The combination Sunday NEWS and Sunday AMERICAN is a high grade buy. Between them they reach practically every home in and near Baltimore whose occupants do their buying in the Baltimore stores in which the merchandise advertised in these papers is on sale.

*The NEWS and The AMERICAN offer an exceedingly thorough advertising cover: Nearly 200,000 net paid circulation at the combined rate of only 35c per line for 1000 lines or more.*

**THE BALTIMORE NEWS**  
Evening, Daily And Sunday.

**The Baltimore American**  
Morning, Daily And Sunday.

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Frank S. Webb*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

Man  
for. I

Johns-Man

INTO the  
hardware  
morning the  
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"No use  
me," said  
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going on ha  
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# Manufacturer Creates New Market for His Product When Regular Market Flattens

**Johns-Manville Brings Shingle Business Back with Concentrated Advertising Campaign for Reroofing Present Houses**

By Roland Cole

INTO the store of a gloomy hardware merchant stepped one morning the salesman of a hardware manufacturer.

"No use to waste your time on me," said the dealer. "Business in this locality is absolutely at a standstill. There is no building going on here, and unless you can start people building houses you might as well go out of business so far as I am concerned. What chance is there to sell household hardware unless somebody starts to build houses?"

What can the manufacturer of an article do when his article is only a part or an accessory of a larger article, and when the sale of the larger article is not under his control? Is the manufacturer of tires or engine castings or spark plugs to go out of business because people stop buying automobiles? Is there no recourse? How far this question goes may be better understood by carrying it into the building field.

When a man builds a house he helps the whole business community, for many things go into a new house. No other act of decision has such far-reaching consequences. Every piece of raw material passes through many hands, from the cement in the foundation to the paper upon which the fire-insurance policy is written, and there is profit and employment for somebody all along the line.

When a man decides he will not build a house he stops the wheels in a thousand factories. If our business is making paint or shingles, washing machines or pianos, fly screens or electric lamps, refrigerators or vacuum cleaners, hardware or brushes, we are through—we have lost a sale.

How can we get people to build houses? It is important. Something ought to be done about it.

The manufacturer of a raw material is dependent upon the man who sells the finished product. The man who sells paint or hardware cannot afford to carry, unassisted, the burden of a large advertising campaign to induce people to build houses, any more than the manufacturer of drop-forgings or axles can afford to sell automobiles, or the manufacturer of packages to sell candy or food.

People are not buying watches, we will say. Here is a concern that sells watch springs to watch manufacturers. Must this concern close down until the watch manufacturer is ready to begin his sales campaign? Or is there a market waiting for his product if he could only find it?

Conditions in the asbestos shingle field looked no more hopeless than this to Johns-Manville, Inc., at the beginning of the present year, when the outlook for new building operations seemed as unpromising as snow in Calcutta.

Two courses were open to the company—to accept the situation and wait for building to revive or undertake a campaign of advertising that would stimulate building. Neither course offered the slightest encouragement.

## AN UNTAPPED MARKET

Out of a careful study of the situation, however, came the discovery of an entirely new market—houses by the hundred thousand already built the roofs of which could be covered with asbestos shingles, if a practical and economical plan could be evolved for reshingling roofs that needed only

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patching and repairing as well as those which required complete re-roofing.

The plan worked out by the company aimed at creating an entirely new market for asbestos shingles, and it has been so successful that a full description of it should result in large encouragement to other advertisers, partic-



### Lay Them Right Over the Old Shingles

**WHEN** your shingle roof must be replaced you need no longer suffer the trouble of dust and dirt, litter, annoyance and expense of ripping off the old shingles. Leave them where they are and lay Johns-Manville Asbestos Shingles right on top of them. You'll never know it that it was ever there; you'll get the benefit of the splendid roof insulation afforded by the old shingles and, most important of all, you will have re-roofed for the last time.

**RE-ROOF FOR THE LAST TIME WITH  
JOHNS-MANVILLE ASBESTOS SHINGLES**

Lay Johns-Manville Asbestos Shingles right over the old wooden shingles and you'll never need troubles and expense for all time to come. Johns-Manville Asbestos Shingles will last as long as your building stands. They're all mineral—nothing living in them to rot or burn; they will not warp, curl or split; they never need paint; they're easy to lay and they are most attractive in appearance. Does your roof need replacement? If so, it will pay you to get full information about this method of re-roofing with Johns-Manville Asbestos Shingles. See us at prices. We can do the work for you quickly, easily and economically.

Write, call or telephone today for full particulars, estimates, etc.

**SELLER'S NAME AND ADDRESS  
HERE**

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### HOW THE DEALER ALLIES HIMSELF WITH THE CAMPAIGN

ularly as national and trade-paper advertising, together with an intensive campaign of sales promotion by direct mail, had a great deal to do with its success.

Along about the first of the present year the degree of expectancy in the shingle business could be rated at almost naked nothing. Present business there was none, and prospects seemed as promising as a dried-up trout stream to a fisherman. New building operations were as active as flies in a cold-storage plant, while the

chances of interesting house-owners in reshingling their houses were as plentiful as the orders a safety-razor salesman might look for from members of the House of David has been

Johns-Manville, Inc., planned going off the heavier campaign of advertising maintenance during 1921 than the company had not used during 1920. The details of form if it this campaign were described does the in a former issue of PRINTERS' INK. The products of the company include an extensive line painting of goods in the field of automotive equipment, building materials, electrical products and power-plant products and as another asbestos specialties.

Quite an important feature of the 1921 advertising campaign was the effort to get business for asbestos shingles. The company turned to this field with a realization of the enormous possibilities that lay in the old roofs there among houses already up off and the large number of roofs in need of repair.

A close examination of the campaign reveals some careful planning and thinking that probably antedated the advertising work by several months.

The keynote of the campaign—"Reroof for the last time"—is the big idea upon which the campaign is built and is probably responsible for one of the large results of the advertising—the creation of a vast amount of new business. Therein lies the constructive value of the whole effort and the immensely valuable lesson it holds for other seekers after business in an inert market.

Let the reader look at this sales problem as he would look at his own. Roofs may be shingled with any one of a number of things from ordinary wooden shingles to tile. When new building is inactive, houses already up present the only market. In such a field the opportunities for reshingling with asbestos shingles would be greatly reduced by the desire to economize by repairing or patching the present roof with the kind of shingles already on it.

Right in the path of this thought

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ay the big idea. Repairing a roof e-owned in part or reshingling in whole is s were a proceeding which the average safety-house-owner regards with any- r from thing but joy, particularly if he David has been through it before. Rip- ned along off the old shingles, however, rising gainstakingly it may be performed, my hand does not improve the roof plat- tils of form if it does not hurt it. Neither scribed does the falling litter do the sides NTERS of the house much good, and if the com- the house did not need re-line painting before it auto-probably will after- g manward. The injury to ucts, awns and shrubbery d as another unpleasant circumstance. The feature most serious obstacle cam-of all, however, is the busi- possibility of a rain- shingles storm coming up be- tween the roofs—as of them were—that is, after at lay the old is all or partly up off and before the roofs new is ready, and ruining plaster, dec- of the careful- urations and furnishings in the house.

that a young obstacle to a campaign for reroofing. But snuggling serenely to leeward of the obstacle lay the means of over- coming it—the enduring quality of the asbestos shingle and the fact that it can be laid on top of the old shingle roof, which need not be removed. To quote from an advertisement in national publications:

"Johns - Manville Asbestos Shingles are made from asbestos rock fibres combined with Portland cement under tremendous pressure. They have all the permanence of the asbestos rock from which they are made—and that has endured for uncounted ages.

"Each shingle is an artistic slab of everlasting mineral."

As important as the asbestos shingle would be in a campaign for new houses, it became even

reshingling roofs that needed only

more important in a campaign for reroofing; first, on the score of permanence; second, on the score of economy. To quote again:

"Of course you save money this way, since you do not have to tear off the old shingles, nor do you have to put on new sheathing boards. But it is not so much a question of being able to afford tearing off the old roof; by leaving the old shingles on, you have



## Re-roof for the last time —right over the old shingles

**WHEN** a house owner is in these days of costly labor and mounting material costs, he buys. First he thinks of permanent; second he thinks of economy; third he thinks of protection, particularly by laying Johns-Manville Asbestos Shingles over the old wooden shingles.

**Of the start** you do not have to tear off the old shingles, nor do you have to put on new sheathing boards. You can get a question of being able to afford tearing off the old roof, by laying the old shingles over that additional insulation and permanence.

**Increases property value**

The condition of a roof is strongly reflected in the exterior of a house.

It is not surprising then, that Johns-Manville Asbestos Shingles when used over old shingles, more than prove their worth in increased property value.

Johns-Manville Shingles are made from asbestos rock fibres combined with Portland cement under tremendous pressure. They have all the permanence of the asbestos rock from which they are made—and that has endured for uncounted ages.

Each shingle is an artistic slab of ever-lasting stone.

No more re-roofing.

These shingles can neither curl nor chip, warp nor shake. As there is nothing in them to decay, rust or burn, they are practically indestructible. So you can be sure that the next reroofing bill you pay will be the last one if you use Johns-Manville Asbestos Shingles.

The Underwriters' Laboratories, Inc., whose business it is to classify building materials in regard to fire risk, give to Johns-Manville Asbestos Shingles the highest ratings.

A permanent roof  
bring this booklet

JOHNS-MANVILLE  
MINERALS & MFG. CO., NEW YORK  
JOHNS-MANVILLE CORP.  
CUSTOMERS' SERVICE DEPT., NEW YORK

JOHNS-MANVILLE  
**Asbestos**  
and its allied products  
made in Elementary  
and Fire Resistant  
grades  
for Residential, Indus-  
trial, Commercial,  
Public Buildings, Fire  
Resistive, Fire  
Proof, Fire  
Resistant

NATIONAL ADVERTISING, TELLING OF THE NEW WAY TO SHINGLE

that additional insulation and protection.

"These shingles can neither curl nor chip, warp nor shake. As there is nothing in them to decay, rust or burn, they are practically indestructible. So you can be sure that the next reroofing bill you pay will be the last one if you use Johns-Manville Asbestos Shingles.

"The Underwriters' Laboratories, Inc., whose business it is to classify building materials in regard to fire risk, give to Johns-Manville Asbestos Shingles the highest ratings."

Thus the scope of the campaign revealed itself. In the field of constructive sales effort it went itself one better. It was at once missionary and explorer—it converted the old and discovered the new. When a sales campaign actually creates new business it can claim credit of course, but when it creates new business for a subsidiary product, then indeed can it claim credit many fold.

Some conception of the size of the reroofing market can be gained by contemplating the fact that for years more houses were roofed with ordinary wooden shingles than any other kind. The field opened up by the campaign is therefore enormous.

#### AROUSING THE DEALERS

Coincident with the campaign of advertising in national publications, a series of letters went out to the full list of Johns-Manville dealers. The company planned to make every move count and to cash in to the largest extent on every dollar spent in national advertising, first by arousing full cooperation from the dealer, and, through him, reaching the house-owner by mail and local advertising.

First of all came the booklet, "Reroofing for the Last Time," self-covered, 24 pages, size three and one-half by six inches, with the story told in complete detail, and inexpensively printed for large quantity distribution. This is offered to the consumer in national advertisements and is also imprinted for the dealer in quantity. Already a half million or so have been sent out.

The opening letter to the dealer aimed at the immediate compilation of a list of live prospects. This letter was made in four-page style, folded at the top, legal fashion. The message occupied a page and a half, with the rest of the space ruled for listing the names of prospects.

"Your own largest profit," reads a note just over the space for the list of names, "depends upon your judgment in selecting names. These prospects' names should in-

clude both those who are going to build and reroof."

The letter described the campaign of advertising and suggested a unique method of getting names:

"How will you get good names? Easy enough, if you try. Names of possible roofing buyers are worth money to you. Let us suggest that you get into immediate touch with the Boy Scout masters. Scouts like to make a little money and for five cents a name they will make a real canvass of the sections you want covered and give you the addresses and owners' names of all buildings in course of construction or buildings needing a new roof.

"Buildings that need reroofing, those in progress of construction, those projected for early construction, all mean roofing business. Get the names of those persons who are putting up dwellings, barns, garages, mills, factories, dairies, outbuildings, buildings of all types, as you have a Johns-Manville roofing for every need."

The letter goes on to say that the company plans to reach, in the dealer's name and without cost to him, all prospective users of asbestos roofing or shingles in his territory, and that mailing pieces are being prepared to be mailed direct by the company over the dealer's name to the names sent in. One stipulation is laid down, namely, that in order to take advantage of this offer the dealer must send in not less than twenty names. The response has been astonishing—nearly a hundred thousand selected names of shingle prospects were received within ninety days.

A series of attractive mailing pieces, all printed in color, goes to the names sent in. In each is enclosed a mailing card addressed to the dealer, so that all the prospect has to do is to check the subject in which he is interested, sign his name and address, affix a stamp and mail it.

One of the folders deals with the fire risk of inflammable roof coverings and the safety of the asbestos shingle. Another features

(Continued on page 132)

ought or new houses, it became even highest ratings."

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Seal of Philadelphia

## In the Building Materials and Supplies Business?

Philadelphia is known both as "The City of Homes" and "The World's Workshop"

There are 390,000 separate dwellings within its city limits, approximately 48,000 stores and mercantile establishments and 16,000 manufacturing places.

About half of Philadelphia's dwellings are owned by their occupants.

Pride of ownership makes individual householders receptive to buying anything for improving the exterior or interior of their homes.

"Wear and tear, upkeep, expansion and improvement of plant" make Philadelphia's factories a tremendous market for building and mechanical equipment.

Have you noticed how many people in your line are advertising in The Philadelphia Bulletin, particularly Saturdays?

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

In  
Philadelphia  
nearly every body  
reads the  
Bulletin

# The Bulletin

*Net paid daily average circulation for May, 499,158 copies a day.*

*No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.*

The Bulletin's circulation is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.



# What kind of fighter's win?

**A**S you sit and watch the "prelims" to the big fight you can't help realizing how some pugilists waste their energy and exhaust their strength by wildly hitting their opponent just anywhere and in any way.

Then the "headliners" come on and you appreciate the effect of well-directed blows and a concentrated attack on the very parts where the hits count most.

In one instance several rounds and no well defined results except wasted energy—in the other a single punch may stretch a man "hors de combat" in the ring.

Selling goods in many fields today

**THE ASSOCIATED BUSINESS PAPERS, INC.**  
**With 122 member papers reaching**

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Inc.", ma  
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other dep

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is a fight—and like a fight, courage and aggressiveness are not alone sufficient—intelligently aimed and directed effort must be used by selling and advertising fighters alike.

The wasteless, highly concentrated, well aimed circulations of the Business Papers strike, and strike hard, at the big *buying power* in every field of trade and industry. To effectively reach the real buyers in the mass, economically and quickly, the low cost pages of the Business Papers offer an ideal medium.

"Fighters will win" only when the blows are driven through to the true objective.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.



Headquarters 220 West 42d Street - NEW YORK  
53 different fields of industry

# May Advertising in Chicago

This statement of display advertising for the month of May, 1921, is striking evidence of The Daily News' supremacy in the six-day field in the following important classifications:

<b>Automobiles</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 83,302 lines.			6 days against 6
Next highest score, 61,390 lines.			
<b>Books</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 5,549 lines.			6 days against 7
Next highest score, 4,362 lines.			
<b>Churches</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 4,046 lines.			6 days against 7
*Next highest score, 1,792 lines.			
*Including 1,736 lines classified.			
<b>Clothing</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 228,618 lines.			6 days against 6
Next highest score, 197,338 lines.			
<b>Department Stores</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 497,179 lines.			6 days against 7
Next highest score, 319,367 lines.			
<b>Out of the Loop Stores</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 59,521 lines.			6 days against 7
Next highest score, 18,322 lines.			
<b>Foodstuffs</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 32,523 lines.			6 days against 6
Next highest score, 27,675 lines.			
<b>Furniture</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 60,880 lines.			6 days against 6
Next highest score, 42,122 lines.			
<b>Household Utilities</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 17,085 lines.			6 days against 6
Next highest score, 7,396 lines.			
<b>Jewelry</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 8,237 lines.			6 days against 7
Next highest score, 6,581 lines.			
<b>Real Estate</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 9,518 lines.			6 days against 7
Next highest score, 5,536 lines.			
<b>Tobacco</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 16,931 lines.			6 days against 7
Next highest score, 15,955 lines.			
<b>Total Display Advertising</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 1,224,353 lines.			6 days against 6
Next highest score, 901,090 lines.			

## THE DAILY NEWS

### FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service  
subscribed to by all Chicago newspapers.)

1921

## To Reconsider Second-Class Postage Rates

Representative Longworth's Bill Would Postpone July 1 Increase, and Appoint Committee to Investigate—Louis Wiley on Inequity of the Present Law

A BILL has been introduced in Congress by Representative Longworth, postponing the increase in second-class postage rates which would become effective on July 1 under the Revenue Act of 1917, and providing for the appointment of a joint committee of the House and Senate to investigate the second-class postage situation and recommend legislation which will be equitable for all classes of publications. As a temporary expedient, the bill is supported by the National Publishers' Association and the Associated Business Papers, Inc., as well as by the newspapers, and its passage is being urged upon Congress before July 1, when the next increase in the zone rates would otherwise take effect. It is known as House Bill 7074, and is under consideration by the House Committee on Post Offices and Post Roads.

Advertisers will be interested in the following letter on the subject, addressed to Postmaster General Hays by Louis Wiley, business manager of the *New York Times*. Mr. Wiley writes from the standpoint of the newspaper publisher, but the inequities which he points out in the present law, specifically adopted as a war revenue measure, apply with equal force to magazines, farm papers and the business press.

"THE NEW YORK TIMES

"NEW YORK, June 14, 1921.

"HON. WILL H. HAYS,  
"Postmaster General,  
"Washington, D. C.

"DEAR MR. HAYS:

"The advance in the postal rate on newspapers, effective July 1, 1921, will lay upon the newspapers of the country an additional burden and will intensify the unfortunate results of the zoning

system of postal rates. We approve the timely suggestion that Congress repeal that part of the law which provides for an increase of rates on July 1, which repeal will allow the present rates to prevail until the entire law may be amended.

"In the gradual return of business to normal conditions, the zone law has imposed penalties which have become burdensome, costing some of the larger newspapers hundreds of thousands of dollars a year each over what the postage expense was under the old second-class rate. This financial burden has become so great that it might be called a confiscatory act of the Government.

"The zone postal law was a war measure. The war is over, practically if not technically. This measure was intended to be temporary—to increase the revenue of the Government for war purposes, and further postage increases under an emergency revenue-producing measure that restricts the distribution of knowledge should certainly be repealed.

"It is worth something to the Government to have a general dissemination of news and intelligence. It is difficult to express the value of this in dollars and cents, but, with all due respect to country daily newspapers, and appreciation of the important service they render, there is an incalculable and intangible value and moral effect in the wide distribution of the great daily newspapers.

"The hundreds of daily newspapers published in small towns and cities have an enormous circulation and wield in their communities a tremendous influence. Their service to the United States during the war and in times of peace is not minimized by any metropolitan newspaper. The local prestige, circulation and ad-

vertising patronage of well-conducted local newspapers cannot be seriously imperiled by great city newspapers, the sphere of which is the dissemination of general news and of information not readily accessible or available to the smaller dailies.

"In many ways second-class mail is more important than first-class mail. The newspapers distributed by second-class mail contain quotations of the prices of great fundamental agricultural and mineral products of the country. The prices of cotton,

Zones	Former 1c per lb. rate	Present cost of postage	Postage cost after July 1	Rec'd from Dealers' Subscription	Rec'd from Direct Subscription
1-2	One year \$2.25	One year \$3.88	One year \$3.98	One year \$6.57 and \$7.04	One year \$12.00
3	2.25	4.60	5.21	7.04	12.00
4	2.25	6.44	7.67	10.17	12.00
5	2.25	7.37	8.90	10.17	12.00
6	2.25	8.29	10.13	10.17	12.00
7	2.25	10.13	12.59	10.17	12.00
8	2.25	11.06	13.82	10.17	12.00

wheat and corn, of hay, of coal, steel, lumber, copper, oil and other products in the great markets are daily quoted in the newspapers and through second-class mail distributed to millions of interested persons in every part of the United States reaching the humblest citizen and farmer.

"The reports of the Weather Bureau and the forecasts made at least twice a day reach the citizens of the country through newspapers sent as second-class mail. These reports are of unquestioned value to millions of citizens, enabling the agricultural interests to conserve or increase the yield of every important product. The value of this distribution of the reports of the Weather Bureau, a United States Government department, issued free of Government expense, is worth many millions of dollars to the Federal Government in taxes, without any estimate of the value to the country at large.

"The zoning system imposes what in effect is a penalty on newspapers whose circulation is in any degree nationwide or extends far beyond the limits of the community in which they are published. To what startling lengths this penalizing of circulation is carried will be seen from the following table illustrating how postal charges affect the New York *Times*.

"This table is based on the postage applying to one subscription for one year, daily and Sunday editions of the New York *Times*:

Zones	Former 1c per lb. rate	Present cost of postage	Postage cost after July 1	Rec'd from Dealers' Subscription	Rec'd from Direct Subscription
1-2	One year \$2.25	One year \$3.88	One year \$3.98	One year \$6.57 and \$7.04	One year \$12.00
3	2.25	4.60	5.21	7.04	12.00
4	2.25	6.44	7.67	10.17	12.00
5	2.25	7.37	8.90	10.17	12.00
6	2.25	8.29	10.13	10.17	12.00
7	2.25	10.13	12.59	10.17	12.00
8	2.25	11.06	13.82	10.17	12.00

"Under the above schedule the *Times* is placed in the anomalous position of paying—in some zones—more for postage than is received from the subscription. The alternative, to raise the subscription price, would result in a heavy loss of circulation in these more distant areas, which would work less of an injury to the *Times*, or newspapers in general, than it would to the country as a whole, because it would tend to promote sectionalism, with its possibilities for the growth of local prejudice and an aggravation of differences due to natural geographical relations.

"The enormous increase in the postage expense of the New York *Times* since the zone law became effective, July 1, 1918, is shown by the table below, which indicate that in the fiscal year ending June 30, 1920, the cost was more than 120 per cent over the old rate of one cent per pound and for the year ending June 30,

Year Ending	Zone Rate Charge	At Old Rate 1c per lb.	Increase
June 30, 1919.....	\$217,397.43	\$138,555.35	\$78,842.08
June 30, 1920.....	307,477.85	139,823.15	167,654.70
*June 30, 1921.....	366,032.44	135,838.20	230,194.24
	\$890,907.72	\$414,216.70	\$476,691.02

\*May and June average.

1921

June 23, 1921

## PRINTERS' INK

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1921, the cost will be about 170 per cent more than the cost at the old rate of one cent a pound.

"The revenue-producing features of the law have been nullified by the high rates. They curtail the circulation of newspapers, reducing the postage paid to the Government, which, under the old law, would add to the Government revenue.

"Since the zone postal law went into effect the New York newspapers have endeavored to meet the additional financial expense by transferring thousands of pounds of newspaper mail from the railway mail service to the express

latter. The *New York Times* has transferred business amounting to between \$30,000 and \$40,000 a year from the Post Office Department to the express companies.

"That the cost of transporting newspapers was not made a logical factor in devising the zone rates is demonstrated by the difference between express costs and mail charges on a typical route. That between New York and Washington, D. C., will illustrate this point. The figures are based on the present shipments of the *New York Times*, which amount to 720 pounds daily and 9,150 pounds on Sunday.

Express	If Sent	Mail Charge
Rate	By Mail	Excess
\$2.16	\$11.88	\$9.72
27.43	212.58	183.15

companies. Between \$200,000 and \$300,000 of money formerly paid to the Post Office Department for the transportation of newspapers is now paid to the express companies, by reason of the more advantageous rates granted by the

"Newspaper mail is unlike ordinary mail in several important respects; the bulk of newspaper circulation is never taken through the Post Office at either shipping point or destination; it is delivered at the railway station by the

The  
**George L. Dyer Company**  
42 Broadway  
New York  
Western Offices  
76 W. Monroe St.  
Chicago



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

publisher, and upon arrival is taken away by the newsdealer; even the clerks in the Railway Mail Service do not handle the sacks, except to throw them off the car at destination.

"We submit that the postal rates should be as low as the express charges for the same service. Under the present differential, newspapers naturally resort to the express when such choice is open; there is consequently a loss of profitable business to the Postal Service, which contributes toward nullifying the revenue derived from second-class sources.

"The postal zone rates on newspapers are oppressive. They have curtailed the circulation of important newspapers by forcing higher subscription rates. It is detrimental to national policy and destructive of the basic American principles of government to decrease by law the influence of the press, for the dissemination of knowledge through newspapers and the development of national entity through their influence is essential to the public welfare.

"The zone postal law places an undue penalty on advertisers. In order to meet the increased zone rates, the newspapers have been compelled to increase the cost of advertising.

"About 270 newspapers have suspended publication through the burdens of the zone postal law.

"The present postal laws were passed during an emergency which no longer exists; the laws were framed with so little exact understanding of the factors involved or the results which would follow that they do not now serve the purpose of the Government, but injure an industry which is of the greatest service when left unhampered by restrictions. Postal conditions and regulations tax and harass all newspaper publishers; traditions and precedents of the newspaper business have been upset. The new order has become burdensome in ways more vital than the monetary cost to the publishers.

"Many factors combine in the case of a metropolitan newspaper

to aggravate the cost of production and distribution: the cost of mailing alone tends to limit and concentrate the circulation of these metropolitan newspapers, which have a national interest and whose national circulation should not therefore be hampered.

"Advocacy of the schedule of zone rates by local newspapers in the smaller cities, we believe, is contrary to their own interests. The reading of the great metropolitan newspapers by residents of smaller cities and towns does not interfere with the prosperity and well-being of the local dailies. The development of a broad outlook on national world affairs brought about through the reading of newspapers like the *New York Times* by discriminating and intelligent persons in smaller cities and towns should stimulate interest in local newspapers and assist in their development.

*"THE NEW YORK TIMES,  
LOUIS WILEY, Business Mgr."*

### Ward H. Marsh with Wm. N. Albee

Ward H. Marsh, formerly advertising manager of the Burroughs Adding Machine Company, has joined the staff of The Wm. N. Albee Company, of Detroit.

Mr. Marsh was connected with the International Harvester Company's advertising department, afterward serving for five years as assistant advertising manager of Deere & Company, manufacturers of farm implements. For two years he published a trade journal in Canada, after which he came to Detroit in 1915 to join the Burroughs Adding Machine Company. In 1916 he was appointed advertising manager of the company, a post he held until three months ago, when he resigned to become sales and advertising counsel for The Lincoln Motor Car Company.

### Robert C. Wilson Heads Periodical Publishers

The Periodical Publishers Association held its annual meeting at New York on June 15. Robert Cade Wilson, vice-president of *McCall's Magazine* and one of the publishers of *Popular Science Monthly*, was elected president.

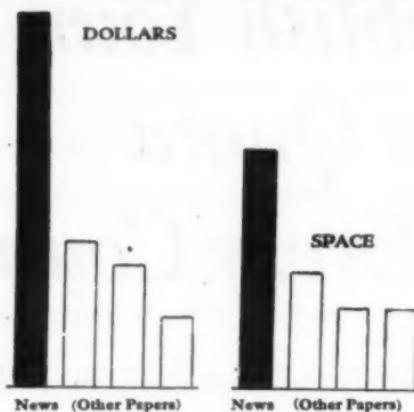
### Business Papers Will Meet in Chicago

The annual meeting of the Associated Business Papers, Inc., will be held some time in October in Chicago.

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## *Are Advertising Agency Men Interested In Figures?*

*IN A GLANCE* you get the newspaper situation in Indianapolis in the two charts above. News volume (*six days a week*) nearly equals that of the thirteen issues of all other Indianapolis papers.

*Measured in money*, The News carried more advertising than all other Indianapolis papers combined. These figures of 1920 lineage do not take into consideration 1,106,796 lines of objectionable advertising refused by The News and carried in other Indianapolis papers. Nor are the thousands of columns of advertising omitted because of paper shortage during the year counted.

The News is one of the few papers in the country to maintain its 1920 lineage in 1921. National advertisers as well as Indianapolis retailers find it pays to use dominant space by concentrating appropriations in

## The Indianapolis News

USE NEWSPAPERS ON A THREE YEAR BASIS

New York Office  
DAN A. CARROLL  
150 Nassau Street

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

# *Establish Your Sales Quota for Every County*

THOSE manufacturers who have had difficulty in establishing a sales quota, or in estimating their potential market, in each community, will find guidance in a leather-bound volume, just issued, which contains an intensive analysis of the distribution of the Curtis publications in every county and every town throughout the United States.

This analysis is based upon an actual count of every subscription and every sale of each of these three periodicals.

The resultant figures may be followed in determining sales quotas for any high-grade product. For the sale of these publications closely parallels the opportunity for all trade in every locality. They appeal to the more intelligent and prosperous families. They

are sold only at full price, without premium, cut-rate, clubbing or installment offers. They are sold by an organization of thousands of subscription and sales agents, who cover every community and penetrate every remote district.

By comparing Curtis sales in any county with Curtis sales in another where your own market is thoroughly developed, you can with fair accuracy obtain an index of relative buying strength and alertness and establish a sales quota for the county.

Present business conditions demand this kind of intensive analysis of potential markets, followed up by equally aggressive selling and advertising methods.

#### THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

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*The Saturday Evening Post*  
*The Ladies' Home Journal*  
*The Country Gentleman*

**Try it out in Representative Milwaukee**

# Where Does Your Product Fit In?

Business is mighty good in this market. The following figures furnished by leading jobbers and retailers show the annual business done in Milwaukee:

Grocery . . . . .	\$45,000,000
Dry Goods . . . . .	40,000,000
Commission . . . . .	22,000,000
Hardware . . . . .	10,000,000
Drugs and Toilet Goods .	5,146,500
Furniture . . . . .	6,500,000
Shoes . . . . .	6,000,000

Is your product enjoying large sales in the great Milwaukee-Wisconsin Market? If not, let us show you how to dominate this prosperous territory surely and economically.

Journal Market Surveys clearly show the possibilities open to you in this easily-merchandised field. A request on your letterhead will secure valuable time-and-money saving information. Write now.

## *The Milwaukee Journal*

**FIRST—by merit**

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives  
New York Chicago San Francisco

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# Associated Clubs to Build Up Educational Work

Outstanding Features of Atlanta Convention, A. A. C. of W.

THERE were several features of the 1921 convention of the Associated Advertising Clubs of the World, which closed its sessions at Atlanta, Ga., on June 16, which were of outstanding rank.

First was the election of Charles Henry Mackintosh, of Chicago, as president, after an extraordinarily close fight, on a platform of which intensified educational work was the principal plank.

Mr. Mackintosh's avowed intention is to build up the educational work of the associated clubs until it attains equal influence and power with that of the vigilance work, which has occupied so much attention in the last few years. To this end he proposes to visit every club in the country, with a view of building up a wide sustaining membership. Advertising exhibits would also be sent from club to club. In talks before various sessions he declared his belief that this plan would enable an advertising club to be formed in every sizable town in America and would increase the number of member clubs from 400 to 600, there being 213 member clubs now. He laid special emphasis on a proposed system of marketing development committees to be organized throughout the country. Committees would consist of five members to be named by each club. They would be charged with making an investigation of retail selling methods in their respective communities, with the aim of improving retail store service.

Mr. Mackintosh explained that in his capacity as chairman of the National Educational Committee of the Associated Clubs he had already inaugurated the movement by asking 1,000 representative business concerns what should be done to help retail salespeople become more proficient. As he explained it, the ability of the manufacturer and the retailer to sell goods and to render a proper ser-

vice to the customer at the lowest possible cost, as well as their ability to make advertising effective, depends, in the end, on the retail salesman. The retail salesman, as he put it, is the faucet through which merchandise must pass before it reaches the consumer.

A course of instruction in retail selling is now being prepared which is to be offered to retail salespeople in the 200 cities where advertising clubs are already in existence. The charge will be nominal and just enough to cover the cost. The course is to be based upon the findings of hundreds of men and women members of advertising clubs who are reporting their experiences in retail stores so as to indicate what the course should consist of to be of benefit to store employees.

This platform as offered by Mr. Mackintosh drew strong support from the smaller clubs, as well as the larger ones of the West, Southwest and South, and no doubt had much to do with his election.

George W. Hopkins, sales manager of the Columbia Phonograph Co., though being defeated for the presidency by the narrow margin of 698 votes to 726, had the satisfaction of seeing what became known as "The Hopkins Plan," as presented by the New York Advertising Club, adopted by the convention in almost its entirety, the only conspicuous change being the elimination of the proposal to fix upon a permanent convention city. His plan was as follows:

1. That the President of the Association appoint an Advisory Committee of four members, subject to the approval of the Executive Committee, who shall constitute and be his cabinet, and who shall assist the President in the effective administration of the business of the Association.

2. That the Executive Committee continue to exercise the functions as now outlined in the constitution and by-laws, but that the members thereof be made to understand the importance and necessity of personal contact with

June 23, 1921

June 23,

the clubs in their districts, and of the development of district organizations to create and direct district conventions and other activities, to the end that a harmonious understanding may exist between the various territorial districts and the central organization, and that each individual club may function the better by having the advice and help of representatives of the national organization.

3. The establishment at headquarters of an executive organization equipped to prepare the mechanics and to carry out the following programme effectively.

a. A complete canvass of the large and small clubs that their needs may be understood and met, to the end that each club may feel that it has received full value from headquarters for its moneys received.

b. A further vigorous promotion and development of the vigilance work as it is now being conducted, so that all of the clubs of this Association and business generally will be brought to realize that this work is a real and effective aid to honest business.

c. The establishment of an educational department for constructive advertising and merchandising development, equal at least in scope and importance to vigilance.

d. The creation and development of methods by which the individual clubs and the entire membership may be enabled to utilize the machinery of the national organization.

e. The formulation of a definite policy that will tend to give the advertising clubs of other countries as well as those located in dependencies of the United States, such as Hawaii and the Philippines, a more direct and definite interest in the advertising club movement as a broad, general world movement for advertising and business betterment; that this policy be formulated along broad educational lines that will be mutually beneficial to the advertising clubs in America as well as those located in other countries.

A third feature of the convention was the getting together of the National Association of Newspaper Executives in joint discussion sessions with the Association of National Advertisers and with the American Association of Advertising Agencies.

The meeting with A. N. A. representatives was a lively one and the sparks sometimes flew, but both sides afterward stated that mutual benefit had been derived. Some of those who made talks were John Sullivan, secretary of the A. N. A.; Felix Lowy, of the Palmolive Co.; F. L. La-bounty, of the Genesee Pure Food Co.; W. H. McLaughlin, of Walter Baker & Co.; Miss Ida

Clarke, of Scott & Bowne, and Marquis Regan, of Murray Howe & Co.

Under Arthur Newmyer, of the New Orleans *Item*, as chairman, a conference was held with the A. A. A. A., Collin Armstrong acting as the principal spokesman for the latter. James O'Shaughnessy also spoke. Ten topics had been selected and these were presented and cleared up to the satisfaction of those present. All agreed that the innovation had been a gratifying thing in making problems and viewpoints clearer.

The N. A. N. E. concluded its sessions by presenting to Charles Miller, the retiring president, a chest of solid silver in recognition of his three years of service. A bonus of \$250 was voted to Fred Millis for his two years of service as secretary-treasurer.

Members of the National Commission elected were: Arthur G. Newmyer, Frank T. Carroll and Frank D. Webb.

A fourth feature was the movement started for the establishment of a Conference on Industrial Advertising at future conventions, in which all persons interested in business-paper advertising may take part.

Another feature was the adoption of a proposal by Herbert S. Houston, chairman of the A. A. C. of W. Committee on Publication, that an Advertising Year Book be published in the fall containing a digest of the proceedings of the Atlanta convention and thereafter to be an annual publication.

At the Thursday afternoon meeting, the final business session of the convention, P. S. Flora, secretary-treasurer of the A. A. C. of W., reported that the membership now embraces 213 clubs, against 174 a year ago, with an individual membership of 20,841, against 17,840 a year ago. He reported total assets of \$47,967, with an excess of assets over liabilities of \$28,440. During the year sustaining memberships had brought in \$31,289.

By a change in the constitution, two additional vice-presidents

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were added to the executive committee of the association, the vice-presidents elected, with the districts they represent, being as follows:

District 2, H. H. Charles, New York; district 4, Frank E. Lowenstein, Atlanta; district 6, Chas. J. Orbison, Indianapolis; district 8, C. G. Ferguson, Minneapolis; district 10, Harold Kayton, San Antonio; district 12, Don Francisco, Los Angeles; district 13, William P. Strandborg, Portland, Ore.; district 14, W. S. Crawford, London, England; district 16, E. J. W. Caldecott, Brisbane, Australia.

Two other new members of the executive committee will be Miss Jessamine G. Hoagland, of Chicago, designated by the Conference of Advertising Women to represent the interests of advertising women on the committee, and W. Frank McClure, of Chicago, who becomes a member of the executive committee by virtue of his election as chairman of the National Advertising Commission.

Jesse H. Neal, chairman of the Committee on Trophies, announced that the Women's Advertising Club of Chicago had for the second time won the Los Angeles cup offered each year to the Women's Advertising Club which had done the most in its community to advance the cause of advertising. The Women's Advertising Club of Chicago thereby comes into permanent possession of the cup.

The D'Arcy Trophy, awarded each year to the advertising club which takes the best advantage of its opportunities to help organize other advertising clubs, was awarded to the Atlanta Advertising Club, which organized nine new clubs, bringing 500 new members into the association.

The Dallas Ladies' Trophy was awarded to the League of Advertising Women of New York City. Resolutions were adopted as follows: that one of the permanent buildings to be erected in connection with the Sesquicentennial Exposition to be held in Philadelphia in 1926, be dedicated permanently to advertising, printing and pub-

lishing; that better publicity be given to the Department of Agriculture so that the business world and urban public may know the value of its services; that opposition be made to any action by the Federal Trade Commission tending to interfere with legitimate co-operative associations or group advertising; that a bill in Congress aimed at questionable advertising being done in foreign lands under the American flag be endorsed; that "dumping" of goods by foreign producers be opposed; and that Atlanta citizens and organizations should be thanked for their boundless hospitality during the convention.

Two resolutions were lost, one calling for the repeal of the Federal act requiring newspapers and periodicals to publish semi-annual reports of net paid circulation to the Post Office Department, and the other supporting the bill in Congress aimed at commercial bribery. It should be said that the bill in question was described as emanating from Representative Volstead, of Minnesota, which name seemed to arouse no enthusiasm on the part of the convention delegates.

Mr. Mackintosh for president was then nominated by C. G. Ferguson, of Minneapolis. Mr. Hopkins was placed in nomination by Samuel C. Dobbs, of Atlanta, seconded by Merle Sidener, of Indianapolis.

While the vote was being tabulated, P. S. Florea was nominated by Mr. Dobbs, and unanimously re-elected to succeed himself as secretary-treasurer.

Milwaukee was the unanimous selection for the 1922 convention city, with no opposition.

In departmental sessions the National Association of Newspaper Executives elected the following officers:

President, A. L. Shuman, Fort Worth *Star-Telegram*; directors, Frank T. Carroll, Indianapolis *News*; Harvey Young, Columbus *Dispatch*; Frank D. Webb, Baltimore *News*; Charlie Miller, Atlanta *Georgian-American*, and W. J. Hoffmann, Portland *Oregonian*.

Charles W. Hoyt, of New York, was elected chairman of the

agency departmental of the National Advertising Commission; O. H. Blackman, of New York, was elected a member of the National Commission for three years. Daniel A. Ruebel, of St. Louis, chairman of the Programme Committee, served as secretary of the session.

The Graphic Arts Association elected the following officers:

Chairman, John R. Demarest, secretary of the Wilson H. Lee Co., New Haven, Conn.; vice-chairman, Ben. B. Isenburger, Luray and Gros Co., Cleveland; secretary, Noble T. Praigg, director of advertising, United Hypotheta, Chicago; treasurer, Fred. W. Gage, Gage Printing Co., Ltd., Battle Creek. The executive committee is comprised of the foregoing and Norman T. A. Munder, Baltimore; Earl R. Britt, Britt Printing and Engraving Co., St. Louis, and Samuel Graydon, Wynkoop, Hallenbeck & Crawford, New York City. Mr. Praigg was elected to serve on the National Advertising Commission with John R. Demarest and H. H. Cooke, of New York City, holdover members.

The church advertising department elected the following officers:

President, Dr. C. F. Reissner, New York City; vice-presidents, W. F. McClure, Chicago; Dr. H. A. Porter, Atlanta; George W. Coleman, Boston; Rev. Roy Smith, Minneapolis; Rev. Father H. J. Rickert, St. Louis. Secretary, Dr. Elmer T. Clark, Nashville, Tenn.; treasurer, John Clyde Hopkins, New York City; J. W. Brown, New York City; J. H. Richards, New York City; H. H. Smith, New York City. Members National Advertising Commission, Dr. C. F. Reissner, New York City; W. W. Bayless, Cleveland; W. F. McClure, Chicago.

The financial advertising division of the Associated Advertising Clubs elected the following:

President, F. Dwight Connor, Illinois Trust and Savings Bank, Chicago; first vice-president, H. M. Morgan, St. Louis Trust Co., St. Louis; second vice-president, W. W. Douglas, Bank of Italy, San Francisco; third vice-president, Fred W. Staker, Commerce Banks, Kansas City; treasurer, C. A. Code, Merchants Loan and Trust Co., Chicago; secretary, Gaylord S. Morse, State Bank of Chicago, Chicago; Member National Advertising Commission of Associated Advertising Clubs, Guy Cooke, First National Bank, Chicago.

Harry Levey, president of the Harry Levey Service Corporation, New York, was elected president of the Screen Advertising Department. D. H. Harris, service manager of the Standard Slide Co., New York, was elected vice-presi-

dent, and H. C. Grant, was elected secretary. These three were also elected as representatives of the screen department on the National Advertising Commission.

The Community Advertising Department elected the following:

President, Charles F. Hatfield, St. Louis; vice-president, M. A. Tancock, Omaha; secretary and treasurer, A. W. McKeand, Terra Haute. Members of Board of Directors, J. W. Pierce, Clinton, Ind.; William Halden, Sioux City, Ia., and Luther D. Fuller, Jamestown, N. Y. Holdover directors, in addition to these, are W. C. Byers, Harrisburg, Pa., and H. Buckner, Asheville, N. C. Members of National Advertising Commission, G. R. Lowe, Neosho, Mo.; A. W. McKeand and C. F. Hatfield. Mr. Lowe was appointed chairman of the membership committee.

The conference of advertising women elected Miss Mary G. Wheat, of St. Louis, chairman; Miss Bert Pitt Shafer, Philadelphia, vice-chairman.

A new and enlarged department of the National Advertising Commission was organized when the Directory and Media Department was launched. The new department embraces the Association of North American Directory Publishers, an old organization, and the Associated Business Directory Publishers, which was formed a few days ago in New York City. Officers of the Association of North American Directory Publishers elected were:

President, J. Martin Gardner, Toronto; first vice-president, D. W. Bowman, Akron, O.; second vice-president, H. A. Manning, Springfield, Mass.; secretary-treasurer, E. J. Loranger, New York.

Officers were elected by the Associated Business Directory Publishers as follows:

President, Col. Henry H. Burdick, New York City; vice-president, J. H. Bragdon, New York City; secretary-treasurer, James Krieger, New York City. The Directory and Reference Media Department elected, president, George W. Overton, Chicago; vice-president, Col. Henry H. Burdick; second vice-president, R. L. Polk, Jr., Detroit; secretary-treasurer, J. H. Bragdon. Trustees for three years, R. L. Polk, Detroit; Reuben H. Donnelley, Chicago; Col. Henry H. Burdick. Trustees for two years, H. J. Farnham, New Haven, Conn.; Wilson H. Lee, New Haven, and T. H. MacRae, Chicago. Trustees for one year, C. D. W. Marcy, Boston; W. G. Torchiana, Philadelphia, and C. D. Crain, Jr., Chicago.



BUSINESS DISTRICT—BLOOMINGTON

## **"Star" Lights on Indiana Beaming on Bloomington**

Fifty-five miles southwest of Indianapolis, on the main line of two railroads, and in the center of a rich agricultural country, lies Bloomington, a thriving industrial city of some 14,000 and the home of Indiana University.

Bloomington's population is typically American, 95 per cent being native white and 100 per cent English reading. About one-fourth of the population is supported by the city's industries and an exceedingly large percentage of its residents own their own homes.

Bloomington has two daily newspapers; yet, despite that fact, 988 daily and 1,100 Sunday Stars are taken in Bloomington proper, while Monroe County, of which Bloomington is the county seat, takes 1,164 daily and 1,202 Sunday copies of The Indianapolis Star.

It is the financially able, responsible class of citizens who buy Indiana's leading morning daily in Bloomington, as in all Indiana cities. Data gathered from 28 cities within a 75-mile radius of Indianapolis show that one out of every five business and professional men read

# **The Indianapolis Star**

*Largest Morning and Sunday Circulation in Indiana*

**Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York**  
**Western Representative: Glass & Irvin, Wrigley Bldg., Chicago**

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**ONE OF THE SHAFFER GROUP OF NEWSPAPERS**



## "How did MASCO MOPS sell, Mr. Bristol?"

THE Massasoit Company wanted the answer to this and several other fundamental questions after they had smashed traditions by merchandising MASCO package mops through grocery stores.

The Merchandising Service Department of the EVENING JOURNAL had co-operated in the campaign that had opened 1500 accounts before a line of advertising appeared. The check-up of results was made after consumer advertising was well under way. 345 dealers were called on. Their experiences and opinions were made the basis of reports which proved of definite value to the Massasoit Company.

### *Essentials of a dependable survey*

We make no "memorandum reports" based on 50 calls. This Merchandis-

ing Service Department sets the minimum at 150 calls for each investigation, because conclusions drawn from investigations are dependable only if the data on which they are based are sufficiently numerous to indicate an accurate sampling of the field. New York is too important a market to be attempted without thorough preparation and first hand facts.

### *100 calls within 48 hours*

If a manufacturer wants a rapid survey of only 100 calls, covering one or two points in his special market, it can be completed within 48 hours. The more thorough investigation requiring over 150 calls (in some instances over 2000 calls) takes from a week to ten days to make, tabulate and present in reports which vary from 30 or 40 to over 300 pages.

Hearst Buil

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LARGEST DAILY CIRCULATION IN AMERICA  
**THE NEW YORK EVENING JOURNAL**  
*(Member Audit Bureau of Circulations)*

## Over 31,500 dealers called on

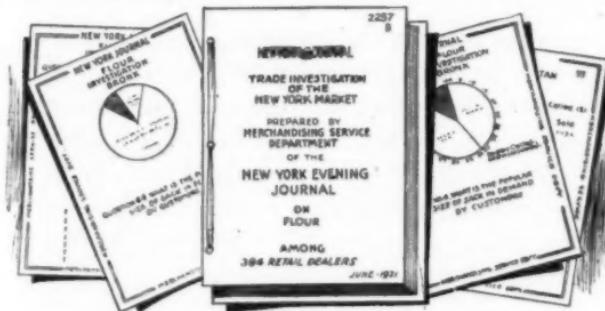
Since January, 1921, 140 investigations have been made by the Merchandising Service Department of the EVENING JOURNAL for manufacturers in various lines of business. To gather the wealth of information contained in these reports over 31,500 dealers were called on—an average of 225 calls for each investigation. Remarkable facts have been discovered, sometimes changing entire selling plans.

### Showing scope of work in dealer calls

Here are a few of the investigations made in various lines of work for manufacturers who needed basic sales data on the New York market:

	Dealers Called On		Dealers Called On
SUNSWEEET PRUNES .....	823	OVERALLS .....	282
LIMA BEANS .....	557	KNITTED UNDERWEAR .....	368
PANCAKE & BUCKWHEAT FLOUR	486	CEREAL BEERS .....	2,667
RAISINS .....	485	CASH REGISTERS .....	842
MARSHMALLOW WHIP .....	457	INVESTIGATION OF A "FOOD PRODUCT" AMONG HOUSEWIVES	460
TALCUM POWDER .....	428	PHONOGRAPH RECORDS .....	230
TOILET SOAPS .....	310	ICE CREAM CONES .....	173
" ARTICLES .....	324	WATCHES .....	161
" TISSUE .....	453	AUTOMOBILE TIRES AND TUBES	551
FLOUR .....	384	SAFETY RAZORS .....	912
TOOTH PASTE AND POWDER .....	451	MOPS .....	345
PATTERNS .....	385		
YARNS .....	325		

The Merchandising Service Department offers this co-operation without cost to manufacturers who want FACTS about New York, FACTS got from draws numerous enough to represent accurately local trade conditions.



For data on your market here write  
**NEW YORK EVENING JOURNAL**  
 2 COLUMBUS CIRCLE, NEW YORK

Hearst Building, Chicago

58 Sutter Street, San Francisco

DOUBLE ANY NEW YORK EVENING PAPER

**EVENING JOURNAL**

(Circulations)

## *Regarding the Length of a Man's Legs*

A BRAHAM LINCOLN once uttered the famous saying that "A man's legs should be long enough to reach from his body to the ground."

It's a far cry from anatomy to advertising, but Old Abe's dictum suggests the answer to another query. "How much shall we spend on our booklet or catalogue?" is a question most advertisers are bound to consider. Paraphrasing Lincoln's classic we would say "Just enough so that it will reach from you to your prospect."

If you spend more than enough to put your message over, you are wasting money. If you spend less than enough, you are saving expensively. Once in a blue moon one sees an example of over-spending. It is quite possible to make a book so elaborate as to defeat its purpose. But mostly it's the other way.

*Sometimes the printer's judgment and experience are a help in solving the problem.*

**Charles Francis Press**  
PRINTING CRAFTS BUILDING  
461 EIGHTH AVENUE, NEW YORK  
TELEPHONE 2320 LONGACRE

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# Dealer Advertising to Bridge the Summer Valley

How the Winchester Repeating Arms Company Is Helping Its Stockholding Agents Make Summer Sales

By Roy Dickinson

ONE of the outstanding accomplishments of advertising has been its elimination of the valleys in business. In the men's clothing industry and in the hundreds of cases where the seasonal curse used to make big peaks and valleys, consistent, continuous advertising has often built a steady, year-round market. This service of advertising in many cases has been carried to interesting and unusual lengths.

Water bottles, which in the old days were thought of only on cold winter nights, have been sold in the summer to help keep people cool. Summer reed furniture has been made a year-round proposition. The Fleischmann company through advertising showed bakers how to sell Hot Cross Buns not only on one day before Easter, but throughout the year. Automobiles, at first, were a summer proposition. In order to put the industry on any kind of a sound basis for continuity in production and employment, they had to be sold throughout the year, and advertising helped greatly in changing people's minds toward the whole industry.

There has always been an inclination to "let down" in the summer. In some places the old fallacy still prevails that summer is a time when people recline in hammocks under a spreading tree, lemonade on a table conveniently near, and loll idly through the long days in meditation and lazy rest, without buying anything.

But this year a summer cessation of buying would be more disastrous than ever before. As a big wholesale distributor said last week, "Just when business is picking up a little, and the sick man shows signs of sitting up and taking a little nourishment, along comes the hot summer weather to

soak him on the head with a relapse." Many firms saw this usual summer relapse ahead and didn't like the idea. Among them was the Winchester Repeating Arms Company.

This company is helping to take the "valley" out of summer's sales by planned in advance dealer campaigns which leave a whole lot to the individual initiative and to local circumstances of their stockholder agents. The Winchester company, through its stockholding agent plan, has certain advantages over the general manufacturer who tries to get the dealer to do certain things for him. The stockholding agent has the exclusive sale of new Winchester products in his community. He also has the privilege of purchasing guns and ammunition direct from the factory instead of through the jobber.

#### DEALERS HELP EACH OTHER

The stockholding agents in various sections are also organized into Winchester Clubs which meet on regular occasions. The individual dealers at these meetings receive much benefit from the exchange of ideas and methods which have worked in the various communities. No penalties are attached to the giving up of the stockholding agent plan by an individual retailer and the company has come through with very few cancellations on the part of retailers.

One of the reasons for this, is undoubtedly the fact that the company gives the kind of dealer helps which don't hinder, the kind where the individual retailer is left all sorts of chances to put across his own individuality among his own circle of friends, in his own town, in his own way.

Assuming that the stockholder

June 23, 1921

*June 23.*

agent would have an added incentive to push the sale of Winchester products, timely summer advertising was planned for them several months ago. A complete advertising and merchandising schedule for the usual "valley months" of June, July and August

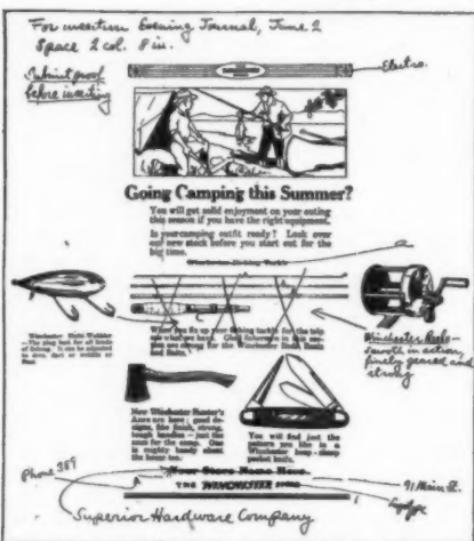
August 11-17, Canning Equipment.  
August 18-24, Winchester General Utility Oil.  
August 23-31, School Supplies, Pocket Knives.

On pages two and three of the service bulletins an advertisement for every single week during June.

July and August, ready for the dealer to send to his newspaper, is laid out. Each advertisement for these three months has a feature illustration showing the use of the particular product advertised. The stockholding dealer can order these electrotypes by giving the number of the advertisement, and a special order blank for electrotypes is enclosed with the sales service bulletin.

But right here is where the company does something which every manufacturer who is selling through agents who are not stockholders in his company might well take to heart. It is well to remember that the dealer has a greater reason for pushing our products than the retailer. Yet the Winches-  
try gives its stockholders opportunity to solve problems in their own immediately under the offer rate advertisement for it says:

"You may want to feature other products than those shown in the advertisements. This frequently happens. For instance, the advertisement for the week of June 23 features hammers. You may not have a large stock of hammers, but you do have screwdrivers. It is easy to make the change. Use the heading, illustration and the rest of the advertisement as shown here. Send the electrotype of the screwdriver instead of that of the hammer to your newspaper. We give you descriptive copy for



## TEACHING THE DEALER HOW TO PREPARE AN ADVERTISEMENT, AND TO MAKE CHANGES IN THE SUGGESTED COPY

was laid out, and the dealer was urged to concentrate his efforts each week on a particular line to stimulate immediate sales and to develop substantial business for the future. In the special sales service bulletin, a complete schedule for the stockholding agents was laid out as follows:

June 2-8, Camping and Sporting Goods.  
 June 9-15, .22 Calibre Rifles.  
 June 16-22, Gas and Oil Stoves, Fire-less Cookers, Freezers.  
 June 23-29, Carpenters' Tools.  
 June 30-  
 July 6, Roller Skates.  
 July 7-13, Flashlights for outdoor use.  
 July 14-20, Electric Fans and labor-saving devices.  
 July 21-27, Fishing Tackle.  
 July 28-  
 August 3, Vacation and Sporting Goods.  
 August 4-10, High Power Rifles—Metallic Ammunition.

1921  
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June 23, 1921

PRINTERS' INK

43

# Baltimore's Industrial Growth



**C** During the twelve months ended May 31, 1921, a total of 163 new industrial plants and expansions, with plant investment requirements of \$21,675,500, has been added to the industrial life of Baltimore.

**C** The 12,000 additional employees required by this growth is nearly 70 per cent. more than the total increase in industrial employees in Baltimore during the 15-year period between 1899 and 1914.

**C** Baltimore has felt less keenly the general national depression than has been experienced elsewhere. According to an investigation made by the Industrial Bureau, there has been but little industrial unemployment in Baltimore compared to other centers.

**C** You can cover this ready, responsive market for your product by concentrating in THE SUN. Then your message will be delivered by exclusive Sun Carriers into Baltimore's worthwhile homes quickly, surely and economically.

## Everything In Baltimore Revolves Around

### THE



### SUN

Morning

Evening

Sunday

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"  
—They Say "Sunpaper"**

all products so that all you have to do is to write this on the margin or cut it and paste it in the proof. If, in the advertisements of household appliances or sporting goods, you do not happen to have in stock all lines mentioned, simply cross out the goods you do not carry and add other lines if necessary. All electrotypes which we furnish include the illustrations only. The type matter is to be set by your newspaper. Therefore, you have every opportunity to make slight changes and additions which will make each advertisement distinctly your own."

There is no suggestion that Sam Johnson send out to the men who have known him since boyhood, direct-mail literature which would make him ridiculous, nor is he furnished with unchangeable copy over his name which in no manner fits his personality or his pressing daily problems in running his own store. Moreover, although

the stockholding agent has the exclusive sale of new Winchester products in his community, the Winchester company in serving its distributors believes in the unselfish policy. In order to make the advertising service still more useful to the man who runs the retail hardware store, the company places at his disposal a number of electrotypes of products not made by Winchester at all. By buying in large quantities it is able to offer these electrotypes of other products to their stockholding agents at a cost per cut ranging from twenty-five to thirty cents. These electrotypes include such a variety of articles as kiddie kars, canoes, tennis rackets, electric toasters, coffee pots, bread boxes, vacuum bottles, garden utensils, bath room supplies, and a multi-

tude of objects which the stockholding agent sells and which he wishes to advertise.

Instead of the too usual preaching as to the value of advertising for its agents, the company merely suggests that a regular schedule and a definite appropri-

#### HOW THE GOOD HARDWARE CO. MAKES ADVERTISING PAY

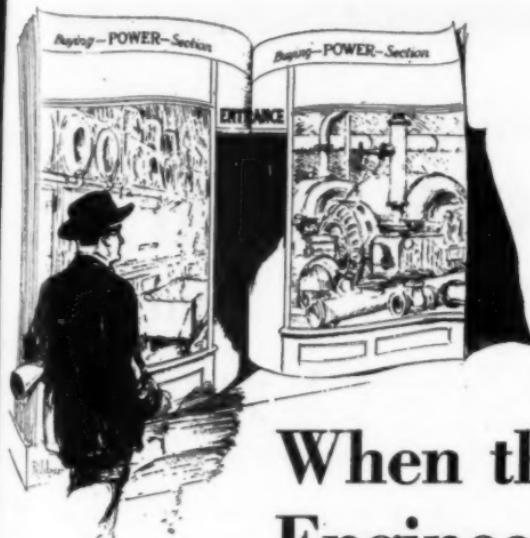


CARTOON IN THE SERVICE BULLETIN

tion have been found indispensable to all stores that advertise successfully. It states that from two and one-half to three per cent of the gross sales for the preceding year has proved a safe figure for many stores to base their appropriations upon. The retailer is urged to sit down with paper and pencil and plan a summer campaign in advance, to estimate the amount he is going to spend, the space he is going to use each week in the newspaper and the direct-mail advertising he is going to use. Then he is asked to have electrotypes and copy in the hands of the newspapers in ample time for each insertion.

The results of good advertising are told in an interesting way by a series of drawings which depict

(Continued on page 49)



## When the Engineer Buys

power-plant equipment and supplies, he seeks the best and largest display—a very natural buying habit.

Power's Buying Section enables the engineer to select from a wide range of reliable goods with the minimum of effort.

# POWER

*One of the Eleven McGraw-Hill Engineering Publications*  
**Tenth Avenue at 36th Street, New York**  
*Member of the Associated Business Papers, Inc.*

# How to Influence 20 Million families

In the February 1921 issue of Printers' Ink Monthly, Ernest Elmo Calkins, of the Calkins & Holden Advertising Agency says—

"There are twenty million families in this country."

"In any town or neighborhood there are a few families whose trade is especially desirable to the dealer. He would go to some lengths rather than to lose it."

He stocks a product which those families demand. People who couldn't get the article and people who never thought of buying it are all able to buy, because the dealer having it in stock makes an effort to dispose of it. "Thus," says Mr. Calkins, "certain goods are made available to the entire community." . . .

"To influence twenty million families the manufacturer must work through the influence of that individual or family having the most weight in the community, whose account is most sought for by the store. . . . He must find by some method—

**The Dominant Woman**  
**The Dominant Man**  
**The Dominant Family"**

## The Nast Group

330,000 DOMINANT FAMILIES

# Sell the Nast Group's Dominant families

**Advertisers selling their products to the influential readers of Vogue, Vanity Fair and House & Garden have time and time again proved the soundness of Mr. Calkins' statement.**

Oneida Community—(Silverware) says—"Vogue's readers are the people of importance in the town. When they buy articles advertised in Vogue from their local dealer they make a great impression on those dealers."

Maibohm Motors Co. says—"The Vanity Fair reader is a leader in style and prestige, and his example is very apt to be followed. We have obtained new dealers as a result of our Vanity Fair advertising."

The Maxwell Ray Co. (Lamps) says—"We have opened new accounts both in the West and East through our advertising in House & Garden. We have also had consumer leads that have produced sales through our regular dealers."

Numerous other advertisers of various products have done the same thing. So take a leaf from Mr. Calkins' book. See how rapidly—how economically—you can give your product national distribution by selling it to the Nast Group's 330,000—

**Dominant Women**

**Dominant Men**

**Dominant Families**

# The Nast Group

VOGUE - VANITY FAIR  
19 West 44th Street

HOUSE & GARDEN  
New York

## Using "The Dotted Line" on Northwest Farms

J. L. Carlson, dealer, and A. F. Collins, salesman, went out May 23rd to sell Waterbury "seamless-pipeless" furnaces to farmers of Olmsted county, Minnesota.

When they approached Mr. J. Jenson he was lukewarm on the Waterbury. Mr. Collins got his first "reaction" when he told Mr. Jenson that The Farmer guarantee protected him against misrepresentation. And Mr. Jenson signed. The deciding factor in their first sale was the guarantee of The Farmer.

During five days Carlson and Collins worked harder than ever. But they sold seven "jobs."

Six of these \$250 furnaces are going to farmers, with some cash down. Three of the six will be paid for in full on installation September 1st or sooner. The others are covered by trade acceptance or good notes due 30 days after the furnaces are set up.

Waterman-Waterbury Company have been advertising the present type of furnace in The Farmer for two years. Their sales force and their advertising department have had the fullest co-operation of our Market Extension Department.

The wise manufacturer realizes that he cannot afford not to advertise when business is hard to get. Properly supported, advertising will bring sales when nothing else will.



*The Northwest's Weekly Farm Paper*

WEBB PUBLISHING COMPANY, Publishers  
St. Paul, Minn.

Western Representatives:  
STANDARD FARM PAPERS, INC.,  
1109 Transportation Bldg.,  
Chicago, Ill.



Eastern Representatives:  
WALLACE C. RICHARDSON, INC.,  
95 Madison Avenue,  
New York City.

Members Audit Bureau of Circulations.

the owner of the "Good Hardware Company" receiving his broadside and then going through the regular steps to the inevitable conclusion in the pictures that the "Good Hardware Company" draws the crowd. Samples of type faces and suggestions as to how to use type to the best advantage, how to select the right paper, detailed suggestions as to space buying, rate per thousand, class of readers, methods of determining which paper is thought the most of in the community and suggestions on mail advertising, a complete lesson on layout, instructions on how to send advertising copy to the newspaper, how to keep electrotypes so that they can be used several times during the year, all these are included in detail in the service bulletin.

In order to make the task of the storekeeper easier, when he acts as advertising manager also, extra proofs of every advertisement accompany the broadside. Step by step the dealer is shown how to prepare and lay out his own advertisement. Let us take advertisement No. 65, for example, on camping outfits. This advertisement is shown with this article, together with the changes, which are suggested to the retailer. He may not want to feature the fishing tackle, but to substitute reels and bait for the fishing rod shown in the advertisement. The broadside says "Cut out the advertisement from the extra proof sheet and paste it on a large size sheet of paper. Then cut out proofs of the product electrotyped with descriptions. Paste these on the margins opposite the space they are to occupy. If more convenient the captions may be written in. Then make any other corrections you desire, write in your store name, and indicate at the top of the sheet the issue of the newspaper in which the advertisement is to appear and the space it is to occupy. The advertisement is now ready to go to the newspaper. A very little time and care in preparing these advertisements for the printer will save inconvenience and secure a more effective advertisement."

The Winchester company recom-

mends to stockholder distributors the use of two-column space for all the advertisements, as "they have far greater attention value and pulling power." "In some cases, however," says the broadside, "it may be necessary to set an advertisement in one column. Nearly all the advertisements in the summer campaign can easily be adapted to one column space."

In the instructions as to how to lay out advertisements, the company talks in terms which the dealer is supposed to understand. That is, it talks to him in terms of his own business—sporting goods. It says, "The first consideration in building an advertisement is the article to be sold. Where more than one article is to be advertised they should be closely allied in appeal. Advertising is long range shooting, and a solid ball is more effective than a scattering charge of shot. Men, especially, are hurried readers and take in or reject an advertisement at a glance. If you would arrest their attention your advertisement must 'hit 'em.'"

The entire sales service to the stockholding agent is designed not to put over a definite article or a definite line of dealer helps, but to make the agent a better advertising man. The company tells him "The more layouts you make the more proficient you will become, provided that you profit by experience. Study current advertising and learn from others. It should not take long to establish your own advertising on a higher plane, and, incidentally, get much greater returns from your ads. And that is what you are after."

The angle in the whole Winchester plan which is interesting to manufacturers who do not have stockholder agents, is the idea of letting the individual buyers or owners of the store write their own advertisements. The retailer, given the opportunity to use his own ingenuity and knowledge of local conditions, is also to complete the true circle of advertising influence by correctly representing the manufacturer, yet losing nothing of his personality and standing in his own home town.

# Advertising a Nation

An Irish Advertising Man's Big Idea to Capitalize National Sentiment for the Benefit of a Whole People

By Thomas Russell

London Correspondent of PRINTERS' INK

IRELAND was the first country to possess a national trade-mark and France is perhaps the only other nation that has followed Ireland's example. Certain objections, insuperable in the opinion of the best economic thinkers, attach to this idea for many countries. "Made in America" has proved a better protective slogan than a design.

The framers of the Irish national trade-mark knew the difficulties of the proposition, as affecting export trade. But they perceived the advantages that could be secured to Ireland herself by enabling Irishmen to identify the products of their own nation. The success with which the Nationalist South has "boycotted" Belfast trade is a practical example of the way in which the Irish can stick together. Incidentally it shows how difficult the task of pacifying a people passionately attached to its own nationhood is likely to remain.

Ireland had culture and a high spiritual development when England was half savage. In the library of Trinity College, Dublin, I saw the famous eighth century Book of Kells, a fresh page of which is turned over daily in its air-tight case, for the inspection of the public. It is the finest example remaining of Christian art in that period. The work is far superior to that in other manuscripts of several centuries later, and its decorations have been copied and adapted by designers in every civilized country.

But Ireland is poor. Her manufacturers are handicapped by imported goods and the superior salesmanship of the alien trader. The Irish Industrial Development Association Incorporated was

formed to remedy—if remediable it might be—this condition. The secretary, E. J. Riordan, has published a valuable and instructive book "Modern Irish Trade and Industry" of 335 pages on the resources and industries of the country, which is a standard work of reference. The Association obtained registration for a trade-mark, with a design from the Book of Kells and three Irish words meaning "Made in Ireland."

A large number of convictions has been obtained, in cases where the mark was infringed, or alien goods marketed as Irish-made. On the suggestion of Charles E. McConnell, a Dublin advertising man, the Irish national trade-mark is now being advertised in every daily paper in Ireland, with the slogan "Look for This Mark on the Goods You Buy."

The advertising is divided into two parts. One set of announcements popularizes the mark and impresses upon readers that it stands for quality and service at least equal to those obtained from imported goods. The cost of this is borne by the Association.

The other division of the campaign is co-operative and consists of full pages in every Irish daily, with another Book of Kells design as the frame, the slogan across the top, and a literary article half way down the centre. The remaining space is devoted to the announcements of Irish manufacturers entitled to the mark, who share the cost of the entire space. The literary matter in the middle is an eloquent appeal to national feeling. "About one hundred thousand Irish workpeople are out of employment," began the first of them. "Vast numbers of Irish families,"



COPY OF THE IRISH  
TRADE-MARK

June 23, 1921

## PRINTERS' INK

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The Corning Agency, Inc., of St. Paul, has placed with The Minneapolis Tribune summer schedules of school advertising for St. Thomas College, the Shattuck military school of Faribault, Minn., and Carleton College, of Carleton, Minn. The usual high-class text and illustration accompanying Corning copy feature this school advertising.

The four leading hotels of Atlantic City are carrying a summer schedule in The Minneapolis Tribune, copy coming from the Dorland Agency. The Northwest has proved a good section of the country for Atlantic City business and The Tribune is the ideal newspaper medium.

The Wm. H. Rankin Company, of Chicago, has selected The Minneapolis Tribune for a heavy schedule of advertising for the J. Hungerford Smith Grape Juice Company's Royal Purple Grape Juice campaign in Minneapolis and the Northwest. This copy will appear every Sunday in The Sunday Tribune from June 19 to September 4. J. D. Driscoll is handling the campaign from the agency end and the H. A. Dreves Company is the Northwest distributor.

Columbia batteries are again being popularized among the people of the Northwest with a June campaign in The Minneapolis Tribune. Murray How & Co. is the agency placing this business for the National Carbon Company. Striking illustrations and strong text emphasize the advantage of equipping automobiles with Columbia batteries and bring out their other various uses in the home, store and factory.

The Dollenmayer Advertising Agency, of Minneapolis, is carrying a series of advertisements in The Minneapolis

Tribune for the Royal Mail Steam Packet Company. This advertising runs four times a week and has an attractive outing and vacation appeal.

The popular "School" section of The Minneapolis Tribune is being used by N. W. Ayer & Son on a 26-time schedule for Oak Hall. This copy started June 19 and runs Wednesdays and Sundays. The Tribune is recognized as the leading school and college advertising medium of the Northwest and for years has carried the announcements of all the principal schools desiring to reach the people of this section.

Big, attractive copy is running in The Minneapolis Tribune for the Vacuum Oil Co., featuring Mobiloids. Copy and schedule come from The Blackmann Company.

The Erwin & Wassey Company has sent The Minneapolis Tribune a heavy schedule of advertising for the Association of Hawaiian Pineapple Packers of San Francisco featuring crushed and grated canned pineapple. This is one of the large food campaigns of the year and runs from June 16 to July 21. The first advertisement comprised 1,000 lines and was followed with 450-line copy each succeeding Monday and Thursday to the close of the campaign. Very good distribution work has been done on this product, dealers are quite enthusiastic over the advertising and heavy sales are anticipated.

The United States Advertising Corporation is running a series of advertisements in The Minneapolis Tribune for the Overland and Willys-Knight cars. These ads are 700 lines in size, attractively illustrated and carry a smashing text punch on the reduced prices offered.

Member A. B. C.

## The Minneapolis Tribune

Is the oldest and best daily newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation.



FIRST  
in its  
City

FIRST  
in its  
State

FIRST  
in its  
Federal  
Reserve  
District

it continued, "lacked the means of decent existence. Emigration had seriously increased. Charity could not cope with demands for assistance. Ireland's own people could cure all this in a week. While Irish industries were idle, or employing only a few, Irish men and women were purchasing imported articles." The adjacent advertisements gave some idea of the variety of goods produced in Ireland. In one year Ireland had sent out of the country £30,000,000 for household requirements which they could have obtained of Irish manufacture.

The trade-mark, of course, points the way to the remedy.

### Advertising Can Help Eliminate Waste in Industry

[F. M. Cockrell, promotion manager, McGraw-Hill Company, Inc., before Associated Business Papers Department, Advertising Clubs Convention.]

A great drive to eliminate industrial waste is now under way. It is probably the most important single idea, and means as much to our future prosperity as the idea of mass production. The new movement forms the meeting-ground of advertising and engineering, and both professions will profit by a co-ordination of their efforts.

Advertising and standardized quantity production have gone hand in hand in raising the standards of living of all the people. Advertising made the market and quantity production multiplied the output. Advertising standardized the buying habits of the people and standardization reduced the cost of manufacture. A tremendous speed was attained and it was the wonder of the world.

But now we have come around to the point of repeating the process on a new and larger scale. Even in the great industries, where efficiency is commonly supposed to have reached a high state of development, there are enormous areas of waste. What advertising has done for the individual consumer it must do for industry. The machinery that makes the standardized product may also be standardized. The resulting economies will show in the reduced cost of the goods, and their more extensive use, just the same as when the idea was applied to the product itself.

### Frank N. Cordner Joins Wallace Patterson

Frank N. Cordner, recently Western manager, at Chicago, of *Metropolitan Magazine*, has joined Wallace Patterson, and with Mr. Patterson will represent *The Christian Herald* in the Western territory.

### Solving the Copy Problem in Church Advertising

[Herbert H. Smith, Department of Publicity, Presbyterian Church, U. S. A., before the Church Advertising Department, Advertising Clubs Convention.]

Upward of a thousand congregations of the Presbyterian Church use weekly paid space in local newspapers. This number is constantly increasing, and this department is doing all it can to inspire local publishers to solicit such advertising. Through articles in church papers, we urge pastors to use paid space frequently, giving the testimony of other pastors concerning the benefits of taking the gospel through local newspapers to those who attend no church.

The chief difficulty pastors find is that of copy. We prepared several years ago a manual on church advertising attempting to show pastors how to write a display advertisement. This has been widely useful and has inspired other denominations to issue similar manuals. To meet this demand for copy this department issues church advertisements which can be adapted to any local congregation, at least fifty-two a year, at more or less regular intervals. These are sent without charge, on request only, to Presbyterian pastors. A large number of ministers of other denominations, who have heard of this service, have also requested it. To such we send it on payment of an annual fee of \$2.

In this copy we endeavor to follow the ideas of commercial advertisers as to the composition of attention-compelling headlines and the preparation of copy which will sell to the men outside of the church some idea of religion, to be followed by the topic of the sermon for the coming Sunday.

### Perch L. Clark with Milwaukee Agency

Perch L. Clark, formerly of the advertising department of Carson Pirie Scott & Co., Chicago wholesale dry-goods house, has joined the copy staff of Hannah-Crawford, Inc., advertising and merchandising counsel, Milwaukee.

### MacArthur with Milwaukee Chamber of Commerce

Kenneth H. MacArthur, formerly in the sales and advertising department of the Palmolive Company, Milwaukee, Wis., is now manager of the field service bureau of the Milwaukee Association of Commerce.

### Mrs. Varina M. Losey with West Virginia Agency

Mrs. Varina M. Losey, recently advertising manager of the Kabo Corset Co., is now the head of the copy department of the Parent Advertising System, Fairmont, W. Va.

## What Makes a Good Newspaper?

If there were only one answer there would be only one newspaper in Chicago.

There are six.

Each one is in some measure distinctive, having a particular appeal to the interest of its patrons.

The Evening American is read every week day by more than 1,200,000 people—over 40% of all the people who read the four Chicago evening newspapers.

So it *must* be a good newspaper.

**CHICAGO EVENING AMERICAN**

EVENING

Member A. B. C.

Circulation Over 400,000

June 23, 1921

June 2

# When Circulation wa Lim



**Audit Bureau of C**  
202 South State Street · Chicago

7 Fin

# Valimited to One Copy

The "Dies Informans" or "News of the Day" posted daily on a scrap of parchment in the Roman forum kept the dweller in the "Eternal City" posted on current events. There was no advertising in this forerunner to the modern daily, weekly and monthly publications. Quantity of circulation was easy to determine, for there was only one copy. The sapient Roman citizen had to be content with the bare statement that "Carthage has fallen" or "Caesar has crossed the Rubicon."

The price of corn or wine, the styles in togas, the programme for tomorrow's show in the Hippodrome went unmentioned.

Today the press not only informs and instructs but is the greatest aid to "Mass Salesmanship." It is the lever that moves modern business. Millions of copies daily carry the advertiser's message to every city, town and hamlet in the United States and Canada.

The wise advertiser, however, demands, not only figures "Net Paid Circulation," but he also wants to know where the publication goes, and to whom it goes.

These influential factors can be readily determined by means of the circulation facts published in Audit Bureau Circulations Reports.

Not only can circulation be proved for quantity but it can be proved for indications of quality. The testing apparatus—the A. B. C. reports—is available to practically every buyer of space.

It is his function to use it.

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. Price, two dollars and a half.

**Audited Circulations**  
47 Fifth Avenue • New York



*Write for your copy of*  
**"5000 Facts About Canada"**  
**The Stirring Story of Canada's Greatest Year**

Do you know that—

—six hundred successful American concerns have established branch factories in Canada.

—American money is flowing into Canada, to be invested in Canadian industries and securities, at the rate of \$20,000,000 per year.

—during the past ten years, in spite of war conditions, 826,000 Americans emigrated to Canada, most of them going in for farming.

—last year Canada purchased from the United States merchandise to the value of \$840,000,000, an average of \$1,300,000 every day in the year.

The Family Herald and Weekly Star knows Canada. Through its truly national circulation, reaching every province, county and township from Atlantic to Pacific, the Family Herald and Weekly Star can gauge the requirements of Canada's major market, represented by the prosperous farming communities.

 A limited number of copies of "5000 Facts About Canada" are available for distribution to responsible executives who are interested in Canada as a market.

## Family Herald and Weekly Star.

*Canada's National Farm Journal*

Montreal

Established 1870

Canada

BRANCH OFFICES:

New York, U. S. A.:  
 DAN A. CARROLL, Representative,  
 150 Nassau Street.

Toronto, Ont., Can.:  
 M. W. MCGILLIVRAY, Representative,  
 182 Bay Street.

Chicago, U. S. A.:  
 J. E. LUTZ, Representative,  
 First National Bank Building.

London, Eng.:  
 M. A. JAMIESON, Representative,  
 17 Cockspur Street, S. W. 1.

# The Element of "Vivid Contrast" in Illustrations

Blacks That Are Glitteringly Brilliant, Tones That Take on a Peculiar Quality of Richness—Tricks in the Trade of the Artist

By a Commercial Art Manager

"WHY is it," asked a novice, glancing through one of the magazines, "that the blacks in this advertising illustration are so much more vivid—'more black'—than the blacks in other pages? This is brilliant jet. Has the ink or press work something to do with it?"

It was pointed out to the novice that the tones merely seemed more vivid. The blacks were the same on other pages, but the contrasts were not at all alike.

The advertising illustration referred to was one of a recent series used in magazines by The Haynes Automobile Company. The composition was simple; a large showing of the machine, set against a flat gray tint background. There were few accessories.

The blacks certainly do "sing."

But the artist's handling, as is often the case, has much to do with this peculiar effect. It is a matter of shrewd contrasts. The blacks are placed where they will do the most good, where they will hold their own and will be "set off" by surrounding areas of light and shade. This is often the secret of the "brilliant black" in an advertising illustration. It has received no special consideration at the hands of the pressman. The same ink roller did other and less striking jobs. But the original drawing

had kept vivid contrast in mind.

In the case of the Haynes design, everything was planned to give those blacks the right-of-way. A gray tint, flat, in the background, was delicate enough to provide contrast and every



BLACKS EMPHASIZED BY SUCCESSFUL HANDLING OF CONTRASTS

black was relieved by a pure white area in juxtaposition with it. The blacks had minimum opposition, since there were but two other areas, the white and the gray.

But there is another "trick" in drawings of this character, and the illustration in question employs it: where a mud guard, for

example, is in the solid black, the artist leaves, here and there, just a few brilliant high-lights that set the black to tingling with life. The correct placing of these "accidental" lights is most important, for they animate the solids—they give a brilliance, a shimmering sheen.

If you want blacks to be con-

a workman adjusting one of the wallboards. Through an open window there is scenic investiture.

And now study what the artist has done, that the Sheetrock may appear immaculate. There are not more than four tones in the entire drawing and these are flat tints with no attempt at modeling. Where the walls have not been covered, there is a soft gray. The same gray and a darker gray are placed in the figure, while the floor is a patch of solid, unbroken black. See how the latter "jumps out," and seems mysteriously vivid—"blacker than black."

The wallboard is pure white, routed on the plate, and is thereby equally striking.

There is nothing more disappointing than a smudgy, grayish black. Where half-tone plates are made, the difficulty is encountered of even the finest half-tone screen cutting the full strength of solid areas of black. This alone will tend to lighten it.

This has been overcome in the Haynes series by a quite simple expedient. The plates are either all line, the half-tone grays being secured by the use of Ben Day, or combination plates, of line and half-tone, both of which accomplish the same end. In other words, the blacks are full strength because they are in line, and their surfaces have not been lightened by the screen's mesh.

It may be set down as a fact that where a solid black in an original drawing is half-toned, it will inevitably lose much of its force and character.

Contrast is the life of these effects.

To throw flashes of pure white across a black surface is to intensify the blacks, a sort of mental



If you are thinking about building your new or enlarged cottage or your favorite summer resort, look into the merits of Sheetrock, the fireproof wallboard. You will find that you can save money and get a better home by using Sheetrock. It is made from wood and ceilings at a very low cost for materials and construction. It comes in both ceiling and sectional form ready for setting in the joists or studs. It goes up quickly, and the room is immediately ready for occupancy.

## SHEETROCK

FIRE PROOF WALLBOARD

UNITED STATES GYPSUM COMPANY, General Offices, 211 W. Monroe Street, Chicago  
Other Major Producers of Gypsum Products

ANOTHER ADVERTISER WHO KNOWS HOW TO USE BLACKS AND WHITES

spicuous, to hold their own, to have that sparkling value in the composition, do not overdo them. Very often a single limited area of black will give an entire design marked individuality. Several areas of black, scattered through a composition, mean conflict one with the other.

There is appearing at this time a series of illustrations for Sheetrock wallboard, and they constitute, in themselves, a telling lesson in the sensible use of blacks, and of modified, minimized tones that provide strong contrast.

A picture may show the interior of a partially finished room, with

June 23, 1921

PRINTERS' INK

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The hope for a revival of business rests very decidedly, says the economist, David Friday, on the fifteen-billion-dollar crop from six million farms. The capital city of America's richest farming section is Minneapolis, and its greatest newspaper is **The Minneapolis Journal.**

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee*

process going on, unconsciously. It is the old principle of the rocket that breaks across the sky: lights become more vivid, and blacks are proportionately intensified to the eye.

When the engraver perfected the process, whereby certain areas in a plate or an entire background could be cut down in strength, Ben Dayed or ruled lighter, the things that could be done with intensified black were increased in number and in variety. Thus, if the half-tone of a shoe—a very black shoe—is superimposed against a gray-tint background of the all-over style, this minimizing of the background strength tends to make the dark tones in the shoe seem very much more rugged than they really are.

#### IMPROVING THE PLATE

It should be mentioned that even after a half-tone plate is made, blacks that do not show up in proper contrast and with sufficient brilliancy can be "burnished" by the engraver.

When the proof is submitted and studied, if certain parts should be more vividly black, they should be outlined with a pencil and the proof sent to the engraver with instructions to burnish.

This process is no more than the rubbing over of the half-tone metal which, of course, tends to fill in and even entirely destroy the half-tone screen. In consequence, it will take more ink and print in solids or darker gradations, as desired.

In a great many instances, the artist makes the mistake of using too much black, when he seeks a postery and unusual illustration. It is far better, as in the Sheet-rock design, to hold the black down to one area, the grays to another, and finally, the segregated whites, than to mix them all up indiscriminately.

These simplified techniques have come into great favor, and are more popular now than ever, primarily because they are different, individual, and permit of concentration on the product advertised.

The technique is used, almost

literally, to make the reader see a certain object first and quite unconsciously.

Newspaper blacks must be watched when the original drawing is made, rather than later on. It is certain, in advance, that the average newspaper will not print a very large black area blemish proof. It will inevitably gray down.

The smaller areas stand a much better chance, and it is therefore expedient to confine the blacks to patches never much larger than two inches square. Make-ready is always a help, either for magazine or newspaper printing.

Interesting it is to watch an expert "build up" the back of a blocked plate, with little bits of paper, pasted on. If it is desired to have a certain part of the design print in a crisp manner, the block is thus treated. But each piece of "padding" must be studiously arranged from knowledge of the picture as a whole.

Some advertising illustrations have a smarter look than others. They shimmer, they sparkle with animation, they appear to be "better printed." You will hear the expression used, "Guess the printer must have given that page a little extra ink."

It is far more likely that the praise is due the artist. He has been a student of the proper value of contrasts. He knows how to distribute his shades in relation to solid blacks. And he appreciates the artistic value of little accidental flashes of high-lights, dropped into the blacks, here and there, to relieve their monotony.

Strange what those tiny highlights will accomplish.

A grape juice campaign featured, for a season, the elaborate showing of great clusters of beautiful Concord grapes, rich, dark, lustrous. But the client—who was a vineyard expert—could not be made to approve of the still-life paintings in black and white. To him, those grapes did not look "round." They were, as he put it, "just flat discs of black paper."

At the last moment, a member of the art department took a

# A MARKET OF BUYERS

## —Northern Ohio

A *great* market — Northern Ohio—covered thoroughly by a *great* newspaper — The Plain Dealer.

A territory humming with its diversified industries; alive with its 3,000,000 thrifty people who have money to spend, and an inclination to spend it —readers and followers of The Plain Dealer, seven days a week.

You get not only "coverage," but you get *results*—and at one cost—when you tell your story in

# The Plain Dealer

First Newspaper of Cleveland and Ohio

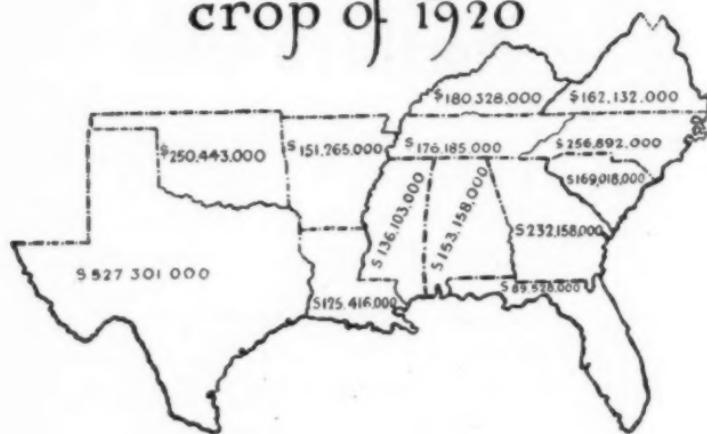
Eastern Representative  
JOHN B. WOODWARD  
Times Bldg., New York City

Western Representative  
GLASS & IRVIN  
1216 Wrigley Bldg., Chicago

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# The South's Farm Purchasing Power crop of 1920



The purchasing power of a community or an individual is equal to its or his surplus production,—such surplus representing the volume of exchange value.

The purchasing power of Southern agriculture is found in the value of the surplus which Southern farms produce above their home needs.

The value of this surplus, or the South's farm purchasing power for 1920, was \$2,610,127,000.00.

This purchasing power was produced by varied crops. No longer does the South depend upon cotton as its sole money crop—but corn, tobacco, sugar-cane, peanuts, sweet-potatoes, rice, wheat, vegetables and fruits play important parts. Cotton represents only 16% of the South's agricultural wealth.

The purse of the South is open for business. Billions of dollars of harvest money have gone into circulation. In planning your next appropriation, figure on using generous space in Southern newspapers. With no other mediums can you so surely, so economically influence the Southern market.



SOUTHERN NEWSPAPER  
PUBLISHERS' ASSOCIATION

Chattanooga, Tenn.

brushful of Chinese white and just spotted in, on each grape, a very small dot of light. In a moment the grapes looked round, looked lustrous and shiny.

Again contrast and a trick played on the eye accomplished a rather wonderful thing.

To make whites conspicuously so; to make blacks dancingly alive, provide this essential contrast in the original drawing. Juggle with them, apportion them wisely, play one against the other. For that is the true solution.

#### Detroit Agency Adds to Staff

Fenn H. Hossick, for several years in charge of production of all direct-mail literature for the Burroughs Adding Machine Company, has joined the Power, Alexander & Jenkins Company, Detroit advertising agency.

Mr. Hossick has had eight years' experience in the advertising and newspaper fields. He is a former member of the editorial staff of the Detroit *Free Press*. For some time he was assistant advertising manager for the Nash Motors Company, Kenosha, Wis., and during the war aided in the preparation of handbooks on motor equipment for the Ordnance Department.

#### Southern Farm Papers Re-elect Officers

The Southern Farm Press Association, at a meeting held in Atlanta last week, re-elected officers for the coming year as follows: L. A. Niven, of *The Progressive Farmer*, president; Russell Kay, of *The Florida Grower*, secretary and treasurer.

#### Join Denver Agency

Arthur L. Callopy and C. F. Woolley have joined The Hower Advertising Agency Co., Denver, Col. Mr. Callopy has been with the House of Hubbell, Cleveland, and Mr. Woolley has been with the McCormick-Armstrong Advertising Agency as general manager.

#### Burt MacBride with Mears Richardson Briggs

Burt MacBride has joined the copy staff of The Mears Richardson Briggs Company, Cleveland. He was formerly with The William Feather Company and Persons-Leeb, Inc., Cleveland advertising agency.

#### Beaver Board Appoints Agency

The Beaver Board Companies, Buffalo, N. Y., have appointed Brooke, Smith & French, Inc., Detroit advertising agency, to have charge of their advertising account.

William T. Hamilton, Jr., with New York "American"

William T. Hamilton, Jr., has become national advertising manager of the New York *American*.

Mr. Hamilton was recently with the International Magazine Company, representing the advertising departments of Hearst's *International* and *Cosmopolitan*.

He joined *Cosmopolitan* in 1914 as Eastern advertising manager. He had previously been Eastern advertising manager of *Metropolitan*.

He later became advertising manager of *Cosmopolitan*. In 1919 he was elected vice-president and a director of Van Patten, Inc., of New York. He returned to the International Magazine Company in 1920.

#### George F. Goldsmith, Jr., Goes to Japan

George F. Goldsmith, Jr., son of the advertising manager of the Philadelphia *Public Ledger* and for some time connected with the advertising department of that paper in New York, is to enter the business department of B. W. Fleisher, publisher of the *Japan Advertiser*, and the *Trans-Pacific*, Tokio, Japan.

#### Represents Meriden "Record" in East and West

Gilman, Nicoll & Ruthman, newspaper representatives, have been appointed Eastern representatives of the Meriden, Conn., *Morning Record*, effective July 1. This firm has represented the *Record* in the West for a number of years.

#### Schroeder Becomes Space Buyer

Lester H. Schroeder has been appointed space buyer of Johnson, Read & Company, Inc., Chicago advertising agency. Mr. Schroeder has been with Critchfield & Company for the last five years.

#### L. O. Haskins with Detroit Agency

L. O. Haskins, vice-president and general manager of the Powlok Company, Cleveland, has joined the staff of Seelye & Brown, Inc., Detroit advertising agency.

#### South Bend Manufacturer Changes Name

The name of the International India Rubber Corporation, South Bend, Ind., has been changed to the Odell Rubber Company.

S. J. Levin has been appointed advertising manager of I. Breidbart & Brothers, importers and manufacturers of notions and fancy goods. Mr. Levin was formerly advertising manager of Washington Mills.



## Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

**The People's Home Journal**  
**NEW YORK**

*For 36 Years the Magazine for Every Member of the Family*

June 23, 1921

# Relativity of

**46,000**

Morning  
Newspapers  
sold (daily)  
in the city  
of New  
Orleans.

Subtract  
**21,000**

Morning  
Newspapers  
that leave  
the Home  
with the  
Man of the  
House(daily)

Eliminate  
**5,000**

Morning  
Newspapers  
Sold on the  
Downtown  
Streets(daily)

Take Off  
**5,000**

Morning  
Newspapers  
Admittedly  
sold for  
**RACE Dope  
ONLY**(daily)

**15,000**  
Morning  
Newspapers  
REMAIN  
in the  
HOME.  
(daily)

*Morning Paper reaches 31,000 Men and  
15,000 Women in the city of New Orleans.*

*Yes: In New Orleans*

# Morning vs. Afternoon Circulation

The Total Paid Circulation  
of the NEW ORLEANS ITEM

MORE THAN 65,000 DAILY AND

MORE THAN 95,000 ON SUNDAY

17,000

Copies of  
**THE ITEM**  
sold down-  
town daily  
to Men who  
**TAKE IT  
HOME.**

29,000

Copies of  
**THE ITEM**  
delivered  
daily into  
the Homes  
by carriers  
and through  
Sub-Stations.

46,000

Copies of  
**THE ITEM**

(daily)

**REACHING  
the HOMES  
of New  
Orleans.**

**ITEM reaches 46,000 Men and 46,000  
Women in the city of New Orleans.**

*That's the Item -*

# What do you Expect *from* Your Printer?

## *Resources*

WHEN you shop you naturally gravitate to the store which has the best assortment of what you need. That should be as true of printing as of any other commodity.

Goldmann equipment is so diversified and of such calibre that it would be difficult to pick out the job that it could not handle economically. The time and labor saving effected by such equipment shows up in the Goldmann estimate—and to your advantage.

### ISAAC GOLDMANN COMPANY

*Printers Since Eighteen Seventy Six*

EIGHTY LAFAYETTE STREET NEW YORK CITY  
TELEPHONE FRANKLIN 4520



# How We Make Folks Realize That Prices Have Dropped

It Paid This Advertiser to Quote Price on Enough Lumber to Build  
a House

By A. W. Overholt

Of The Hallack & Howard Lumber Co.

To stimulate business in the face of a declining market is one of the hardest tasks assigned the advertising department of any business. The extremely high prices reached during the early spring building period of 1920 resulted in practically paralyzing the industry. The decline in prices started about the middle of the year and continued until the end of the year. Though prices had dropped from thirty-three and one-third per cent to seventy-five per cent, building was at a standstill and continued publicity relative to the sweeping reductions failed to bring any response.

Apparently it is difficult for the general public to realize the drop in raw materials. At least we found it so in trying to develop activity along lines that would market our lumber at lower prices. We decided to try talking to prospective customers in terms of the finished product, instead of in terms of raw materials, and our experiment proved that we had struck the right key. The principle, I believe, is applicable to a great many other lines; possibly to most every line that markets raw material instead of the finished product.

People who are prospective home buyers could not realize that building costs had declined to a point where building could be entered into by everyone in general. Most of these, of course, had not had enough experience in building to interpret the price per thousand feet of lumber in terms of a completed home. While, naturally, we sell the greater part of our materials through contractors and builders, it was quite apparent that these middlemen (if I may use that term) were unable, or had

failed, to put across the idea to the general public that a completed home could be built at greatly reduced prices. A large number of our smaller contractor customers were without jobs, and in many instances unable to pay bills they owed us. And it turned out that our plan of changing the public attitude not only moved our stock of building materials, but enabled our contractor creditors to get busy and earn sufficient to pay their accounts, thus solving a double problem.

## PROOF THAT PEOPLE CAN AFFORD TO BUILD

Our proposition, briefly stated, was this: We offered to supply the raw materials for a certain specified type of home for a certain definite price. In addition to cost of all of the raw materials, we quoted a lump sum as the cost of all of the work for putting up this particular type of a house, so that the home builder could have in a lump sum, the total cost to him on a completed home on whatever lot he might be prepared to furnish. In other words, we sold over the counter completed homes instead of so many feet of lumber.

The plan was a success from the start. It gave the people the correct idea of values. It opened up the purse strings that had been so tightly sealed. It started credit facilities moving, and it worked out to our advantage in every line. In other words, we began to book orders not only for materials for this particular type of home, but also for materials for many other types of homes and other buildings. In fact, the change in the attitude of the buying public brought about by our own advertising, spread all over the State,

June 23, 1921

and the benefit was enjoyed by a great many other people in the building line.

Here's the way we went at the proposition: We had designed a small type of house, to which we gave the name, The H & H Bide-a-Wee Garage Bungalow. This is a long name, of course, but it is a descriptive name and we thought a descriptive name was necessary to accomplish our purpose.

You will see that it is called a "garage bungalow." This building was so designed that the living-room could be converted into a garage—the kitchen, the bathroom, and the closet to be used for tool rooms and store rooms, and work shop. The reason we decided upon this particular type of a building was because we found that we could supply the materials for \$425, and the contract price of building was only \$100. We believed that this low price of building would appeal to a much larger class of people, and even those people who didn't want to be so extremely economical as to build a house of this character, would much more quickly comprehend the big reduction in prices by such a low quotation on a completed home.

Our aim in this advertising campaign was to persuade two classes of people to build homes. The one class is made up of men who have already made up their minds to build homes, but who have delayed because of prices. The other, is made up of men who are renting and who have not yet determined to build a home of their own. To the first class, the price we quoted and the definite plans we described, represented the attractive features. The price made these people realize that they had waited long enough. The plans showed them a way to get a quicker start toward their ideal home.

To urge the second class of people, we had to use a different type of appeal. One of the paragraphs in our literature which had a particularly telling effect on this class of people was this one:

The man who owns his own house, who owns the roof over his head and

the ground under his feet, whose children have a place that they look upon as their own, gives to himself and his family a chance a thousand times better than that of the individual who is renting. If you are able to pay the average rent, you are also able to pay for and gradually buy the home and own it—  
Brisbane.

We followed this quotation with the following reading matter, which I believe clinched the argument and brought literally hundreds of people to our yards where we had on exhibition a complete, full-sized, garage bungalow:

Turn your rent expense into a home. Do you want to get out where the sun shines, where you can have a couple of lots with fruit and shade trees, shrubbery, berries, chickens, garden and plenty of fresh air?

Here is some glad news for you: We will furnish all the material—lumber, hardware and paints—to build.

The H & H Bide-a-Wee Garage Bungalow for \$425. We have competent carpenters who will build it complete for \$100. In a short space of time you can convert this cottage into a garage and with the money you have saved realize on a modern bungalow. Think of the joy of living in your own home with no more rent to pay!

We announced this proposition the last week in February, in an advertisement three columns wide by ten inches long. We followed this in the morning and evening mid-week papers. We never had a more instantaneous response to any advertising, and our office was constantly filled with prospective customers in search of more information regarding the H & H Bide-a-Wee Garage Bungalow. Not every one decided to purchase the exact bungalow we had pictured, and to any of those in whose attitude we saw a little hesitancy, we suggested a visit to our service department, where our draftsmen were ready to make any additions or changes, or to draft entirely new plans, if desired. As a matter of fact, we have filled more orders for changed plans than we filled for plans we proposed, but it was the definiteness of our proposition that brought the people to our office, where we could serve them to their liking.

After the proposition was well under way, we put out another



## ELECTED

at the A. A. C. W. Convention, at the Atlanta Theatre, the most successful industrial educational motion picture of the year,

### "The Porcelain Lamp"

This was the verdict of the hundreds of advertising men and women who reviewed the film with its dealer tie-up and sales promotion campaign used by the

**Cole Motor Car Co.**

Indianapolis

If you haven't seen this five-reel production

**Write**

and we will send it to you.

Produced and distributed by

**HARRY LEVEY  
SERVICE CORPORATION**

*Producers and Distributors of  
Industrial Educational Films*

Offices and Studios: 230-232 West 38th Street  
NEW YORK CITY

CHICAGO OFFICE—923 POSTAL TELEGRAPH BUILDING

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proposition on the same bungalow, with a variation that widened the appeal to another class of prospects. This class of prospects is made up of those people who already have their own home, in town, but who may be contemplating a home in the mountains, or at some summer resort. We proposed this same bungalow to these people for a country cottage, and the following quotation from our advertising copy will give you an idea as to how we varied the former appeal to make it fit this new class of prospects:

A few weeks ago we announced the H & H Bide-a-Wee Garage Bungalow. It met with instant approval, and many of these little homes have already been built in the city, where frame garages are permissible.

Originally planned to meet the extreme house shortage in the city, the H & H Bide-a-Wee attracted the attention of those who found it an ideal plan for their summer home in the mountain parks, and many are being built in the hills.

The plan develops the maximum of economy in both materials and labor and provides what might be called a buffet apartment with a most comfortable and attractive porch; a home in which you can live comfortably while you save; to be converted into a garage later when you are able to build your permanent home.

#### You Can Have Your Bide-a-Wee Completed in Two Weeks

Place your order now; in two weeks you can move in. This will enable you to start your garden, shrubbery, trees and small fruits with spring, and enjoy the summer while you save.

In this advertising, we added two more propositions; one, a four-room summer home, which was practically the same proposition as the original bungalow with the addition of two bedrooms. The other proposition was a five-room bungalow. This was an entirely different arrangement and included a sun room, in addition to the two bedrooms, living-room, and kitchen. The prices on these, of course, were higher, but the prices were quoted for a complete home.

The momentum gained from our original proposition was extremely valuable in putting across this second campaign, which probably would not have been nearly so resultful if it had not been for the success of the first campaign.

All of this experience goes to show that when your customers are not able to interpret your quotations in terms with which they are familiar, it is up to you to make your proposition in terms which the prospective customer can understand.

#### Analysis of Marketing Costs Required

[Harry Tipper, business manager of *Automotive Industries*, before the Advertising Clubs Convention.]

A great many concerns in this country are suffering from the disease of thin distribution; the acreage is large but the yield in bushels per acre is small. It is likely that many of them are occupying too large a farm for the organization they have and should cultivate properly on acreage proportional to their facilities or organize in order to enable them to cultivate intensively a larger field.

It costs about so much to cover a square mile of territory whether the territory yield ten or fifteen units per square mile. The expenses per unit is materially altered in proportion to the territory yield. The analysis of marketing costs must begin with:

a—Some determination of what is meant by marketing.

b—A definition of what is covered in advertising.

c—An examination of the individual territory, its possible yield, the expenses of covering it, the handling necessary in connection with it, the probable cost per unit of sale in view of competition.

d—The expenses put upon the product before it reaches the user by the condition in the retailing and jobbing field, considered unit by unit and territory by territory. Such an analysis must take account of the additional expenses involved in the intensified effort required in highly competitive areas.

#### Elected by New York Agency Council

In addition to the members of the board of governors of the New York Council of the American Association of Advertising Agencies already listed in *PRINTERS' INK*, Frank A. Arnold, of Frank Seaman, Inc., was elected to the board for a period of two years.

#### E. P. Williams with The C. H. Morgan Company

E. P. Williams, formerly advertising and sales promotion manager of the Independent Pneumatic Tool Company, Chicago, is now in charge of the advertising and sales promotion department of The C. H. Morgan Company, Chicago printer.

# Announcing Chicago's First Annual Food and Household Appliance Exposition

As a manufacturer producing a commodity that goes into the home, you will be interested in Chicago's First Annual Food and Household Appliance Exposition, to be held at the Coliseum, October 1st to 8th, inclusive.

This event has the keen interest of Chicago's thousands of housewives, and more than a hundred of the leading women's organizations are actively co-operating. The exhibits will prove delightfully fascinating to all visitors and of great educational value—among them such features as:

**Kitchens of All Nations, Juvenile Style Show  
Lilliputian Cooking School, Model Dining Room  
Housewives' Marketing Booth, Art in the Home  
Home Decorations Booth, and Demonstrations  
Infants' Welfare Work, the Culinary Art, etc.**

To the manufacturer, this Exposition, the first of its kind ever held in Chicago, brings a rare opportunity. Mrs. and Miss Chicago will be present *to see, to hear, and—to act*. Your goods, brought directly to their attention, will win recognition that could be secured in no other way—an excellent tie-up with your advertising.

*For full particulars about exhibiting space, address the  
Food and Household Appliance Exposition, Chicago Herald  
and Examiner, Room 201, 326 W. Madison St., Chicago*

DIRECTED BY THE

CHICAGO

**HERALD EXAMINER**

AMERICA FIRST

better  
paper  
~~~  
better  
printing



WAR  
STANDARD

## When a printer advertises, what can he say?

**P**RINTING is a business, but the printer is something of a professional man besides.

Like the professional man, the printer is hampered by one persistent fact. He cannot guarantee to do for *all customers* the kind and quality of work he does for *one customer*.

That is because every job the printer undertakes is in some degree affected by his customer's haste, his taste, and his ideas of what is good economy.

One thing good printers can do and are doing. They can stand firmly on the policy that Better Paper is a long step toward Better Printing.

That is a fact which cannot be repeated too often. One of the hardest things a printer is called upon to do is to explain the difference between two samples of paper that look exactly alike.

We do not ask you to tell your printer what paper he is to use on your job. We do ask you to believe him when he tells you why he prefers to print on papers that are known standards of printing quality.

S. D. WARREN COMPANY, BOSTON, MASS.



# REN'S PRINTING PAPERS

June 23, 1921



## *A heavy book ruins his suit and his temper*

ACTIVE salesmen do not like to carry excessive weight, especially when it all falls on one side. The bulky, weighty price list or catalog which you are supplying to your salesmen may be pulling their clothes out of shape and causing them enough annoyance to impair their selling efficiency.

A pocket reference book may contain a wealth of information, yet be light in weight and small in size. Warren's India is a paper so extremely thin that books made of it contain as many as 1420 pages, but measure only one inch in thickness. Although Warren's India is very thin, it is opaque, strong and easy to print on. These qualities make it the right paper for Pocket Text Books, Students' Reference Books, Insurance Rate Books,

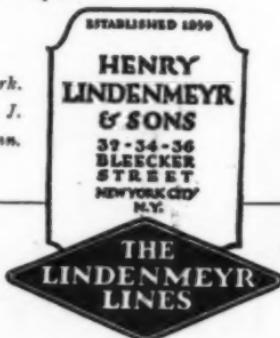
Pocket Price Lists and Catalogs, Engineers' Hand Books, folders and pamphlets that must fold into small spaces, and for all printing that is limited in weight, size and postal expenditures.

India is only one of Warren's Standard Printing Papers. The entire collection of Warren's Standard Printing Papers answers all the requirements for commercial printing and is part of The Lindenmeyr Lines. Other nationally known papers of The Lindenmeyr Lines are Hammermill Bond, Strathmore Expressive Papers, Old Hampshire Bond, Brookdale Linen Bond, Buckeye Cover and Crane's Bond.

We will gladly send printed specimens of Warren's India on written request.

### BRANCH HOUSES

16-18 Beekman St., New York.  
80-84 Clinton St., Newark, N. J.  
58-60 Allyn St., Hartford, Conn.



Prelim

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# Text of Proposed New Trade-mark Law

Preliminary Draft Which Is Now Being Considered by Committee of American Bar Association

A S has already been announced in PRINTERS' INK, a committee of the American Bar Association has been appointed to draw up a revised trade-mark act and recommend its enactment by Congress. A preliminary draft of the proposed law has been prepared by Edward S. Rogers, and is now in the hands of the committee for discussion and approval. Since the revision and clarification of the statutes governing the registration of trade-marks is of such general importance to the business world, the text of the proposed new trade-mark act is printed in full. It is to be noted that this new law is intended to repeal all existing trade-mark laws except in so far as they apply to certificates of registration actually issued under them.

## Section of Patent, Trade-mark and Copyright Law

\* AMERICAN BAR ASSOCIATION

### PRELIMINARY DRAFT OF TRADE-MARK ACT

Submitted by

EDWARD S. ROGERS, Chairman

To:

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Committee on Revision of Trade-mark Act.

An act to protect trade-marks used in commerce with foreign nations, or among the several States, or with Indian tribes, to authorize the registration of such trade-marks, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America, in Congress assembled—

That the owner of a trade-mark used in commerce with foreign nations, or among the several States, or with Indian tribes, may register such trade-mark by filing in the Patent Office

(a) A written application addressed to the Commissioner of Patents, signed and verified by the applicant, specifying his name, domicile, location and citizenship, a description of the goods in connection with which the trade-mark is used, the

length of time during which the trade-mark has been used, how the right to use the trade-mark was acquired and an abstract of title thereto, and a declaration that the applicant verily believes himself to be entitled to the exclusive use thereof. A description of the trade-mark itself may be included if desired by the applicant or required by the Commissioner.

(b) A drawing of the trade-mark.

(c) Such number of specimens of the trade-mark as actually used as may be required by the Commissioner of Patents.

(d) By paying into the Treasury of the United States the sum of ten dollars; and by

(e) Complying with such regulations as may be prescribed by the Commissioner of Patents.

(2) That no mark by which the goods of the user of the mark may be distinguished from other goods of the same class shall be refused registration as a trade-mark on account of the nature of such mark unless such mark—

(a) Consists of or comprises immoral or scandalous matter.

(b) Consists of or comprises the flag or coat-of-arms or other insignia of the United States, or any simulation thereof, or of any State or municipality or of any foreign nation.

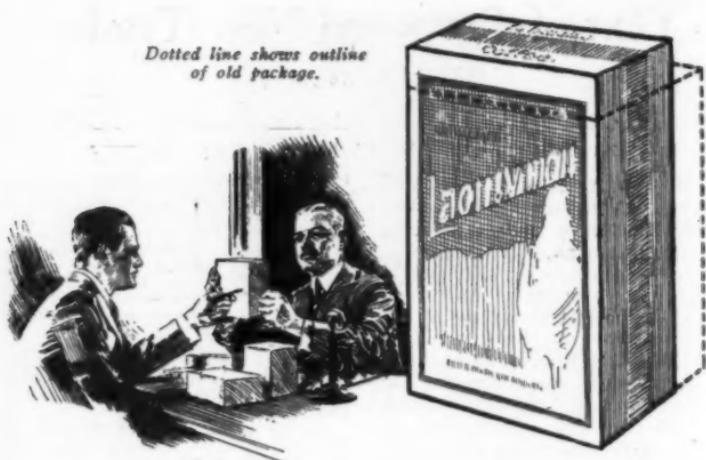
(c) Consists of or comprises any design or picture which has been or may hereafter be adopted by any fraternal society as its emblem.

(d) Consists of or comprises any name, distinguishing mark, character, emblem, colors, flag or banner adopted by any institution, organization, club or society which was incorporated in any State of the United States prior to the date of the adoption and use by the applicant if said name, distinguishing mark, character, emblem, colors, flag or banner was adopted and publicly used by said institution, organization, club or society prior to the date of adoption and use by the applicant.

(e) Consists of or comprises the portrait of a living individual unless by the consent of such individual evidenced by an instrument in writing.

(f) Consists of or comprises a mark which is identical with a registered or known trade-mark, owned and in use by another, or which so nearly resembles a registered or known trade-mark owned and in use by another as to be likely to cause confusion or mistake in the mind of the public, or to deceive purchasers as to the source or origin of the goods in connection with which such mark is used.

Except as above expressly excluded, nothing herein shall prevent the registration of any mark used by the applicant in commerce with foreign nations, or among the several States, or with the Indian tribes, which in fact identifies his goods.



## Shifting $\frac{3}{4}$ of an inch made all the difference

*How a change in the shape of a carton secured  
for the manufacturer a new margin of profit*

THEY thought that they needed only a new supply of the same old packages. All they asked in placing the order was a guarantee of equal protection and quality at the same price.

But a study of the problem by representatives of the Robert Gair Company showed that the shape of the old carton was wrong—for two reasons. First, it necessitated a big waste of stock and an extra cutting operation. Second, it required the carton blanks to be run off comparatively few at a time,—and so printing costs were excessive.

By shifting only  $\frac{3}{4}$  of an inch from the depth to the height of the carton—*without decreasing the cubic contents*—the cost of stock was cut 16% and the cost of cutting and printing reduced 40%. Incidentally, the new shape gave more advertising surface and greater strength!

RO

Folding

This is just one illustration of the ingenuity and mechanical skill which the Robert Gair Company applies to solving every package problem.

Backed by over 50 years of experience, we have designed packages and shipping cases for all kinds of products. We serve the greatest package merchandisers of the country—National Biscuit Company, Beechnut Packing Co., Colgate & Co., Palmolive Co., Standard Oil Company, and many others.

*Every essential of modern package merchandising*

With six great mills located at strategic points to serve manufacturers in widely separated territories—including the immense home plant on the Brooklyn waterfront—the Gair system is the largest of its kind in the world.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, maintain our own art, engraving, printing, lithographing departments. Our laboratory regulates and improves our processes and tests finished products.

Backed by these immense resources, we offer you not only expert packaging counsel, but a complete service on every phase of package merchandising—Folding boxes, Labels, Shipping cases, Display advertising. We also supply boxboard in any quantity. A letter or a telephone call will bring our representative at any time.

*Have you received your copy of  
"Scientific Selection of Package De-  
signs"? A postal will bring it to you.*

## ROBERT GAIR COMPANY

350 Madison Ave., New York

*Folding boxes*

*Labels*

*Shipping cases*

*Display advertising*

June 23, 1921

Registration of a trade-mark under the provisions of this section shall be prima facie evidence of ownership.

(3) In addition to the registration provided in Section 2 of this Act, the Commissioner of Patents shall keep a register of

(a) All marks communicated to him by the international bureaus provided for by the convention for the protection of trade-marks and commercial names, made and signed in the city of Buenos Aires, in the Argentine Republic, August 20, 1910, in connection with which the fee of fifty dollars gold for the international registration established by Article 2 of that convention has been paid, which register shall show a facsimile of the mark; the name and residence of the registrant; the number, date, and place of the first registration of the mark, including the date on which application for such registration was filed and the term of such registration, a list of goods to which the mark is applied as shown by the registration in the country of origin, and such other data as may be useful concerning the mark.

(b) All other marks, the registration of which is not expressly prohibited under Section 2 hereof, which have been in bona fide use for not less than one year in interstate or foreign commerce, or commerce with the Indian tribes by the proprietor thereof, upon or in connection with any goods of such proprietor upon which a fee of ten dollars has been paid to the Commissioner of Patents and such formalities as required by the said Commissioner have been complied with.

The certificate of the registration of a mark, under the provisions of this section, shall be prima facie evidence of the facts stated therein.

(4) Registration of any trade-mark, under the provisions of this act, is notice to all persons.

(5) That upon the filing of an application for registration of a trade-mark which complies with the requirements of this act and payment of the fees herein provided for, the Commissioner of Patents shall cause an examination thereof to be made, and if on such examination it shall appear that the applicant is entitled to have his trade-mark registered under the provisions of this act, the Commissioner shall cause the mark to be published at least once in the Official Gazette of the Patent Office. If no notice of opposition, as hereinafter provided, is filed within thirty days after the publication of the mark sought to be registered, the Commissioner shall issue a certificate of registration therefor. If on examination an applicant is refused, the Commissioner shall notify the applicant, giving his reasons therefor.

(6) Every applicant for registration of a trade-mark, or for renewal of registration of a trade-mark, who is not domiciled within the United States shall, before the issuance of the certificate of registration, as hereinafter provided for, designate, by a notice in writing, filed in the Patent Office, some person residing within the United States on whom process or notice of proceedings affecting the right of ownership of the trade-mark of which such applicant may claim to be the owner, brought under the pro-

visions of this act or under other laws of the United States, may be served, with the same force and effect as if served upon the applicant or registrant in person. For the purposes of this act it shall be deemed sufficient to serve such notice upon such applicant, registrant, or representative by leaving a copy of such process or notice addressed to him at the last address of which the Commissioner of Patents has been notified.

(7) That if an applicant for registration of a trade-mark is dissatisfied with the decision of the Commissioner of Patents, he may appeal to the Court of Appeals of the District of Columbia, on complying with the conditions required in case of an appeal from the decision of the Commissioner by an applicant for a patent, and the same rules of practice and procedure shall govern such proceedings as far as they may be applicable.

(8) That certificates of registration of trade-marks shall be issued in the name of the United States of America, under the seal of the Patent Office, and shall be signed by the Commissioner of Patents, and a record thereof, together with printed copies of the drawing and statement of the applicant, shall be kept in books for that purpose. The certificate shall state the date on which the application for registration was received in the Patent Office. Certificates of registration of trade-marks may be issued to the assignee of the applicant, where the assignment has been recorded in the Patent Office.

Written or printed copies of any records, books, papers or drawings relating to trade-marks belonging to the Patent Office, and of certificates of registration authenticated by the seal of the Patent Office and certified by the Commissioner thereof, shall be evidence in all cases wherein the originals could be evidence; and any person making application therefor and paying the fee required by law shall have certified copies thereof.

(9) That a certificate of registration shall remain in force for twenty years, except that in the case of trade-marks previously registered in a foreign country such certificates shall cease to be in force on the day on which the trade-mark ceases to be protected in such foreign country, and shall in no case remain in force more than twenty years, unless renewed. Certificates of registration may be from time to time renewed for like periods on payment of the renewal fees required by this act, upon request by the registrant, his legal representatives, or transferees of record in the Patent Office, and such request may be made at any time not more than six months prior to the expiration of the period for which the certificates of registration were issued or renewed. Certificates of registration in force at the date at which this act takes effect shall remain in force for the period for which they were issued, but shall be renewable on the same conditions and for the same periods as certificates issued under the provisions of this act, and when so renewed shall have the same force and effect as certificates issued under this act.

(10) The following contested proceedings are provided:

(a) *Opposition.* Any person who believes he would be damaged by the regis-

tration of a mark may oppose the same by filing notice of opposition, stating the grounds therefor, in the Patent Office within thirty days after the publication in the Official Gazette of the mark sought to be registered, which said notice of opposition shall be verified by the person filing the same. An opposition may be filed by a duly authorized attorney, but such opposition shall be null and void unless verified by the opposer within a reasonable time after such filing. That in all cases where notice of opposition has been filed the Commissioner of Patents shall notify the applicant thereof and the grounds therefor.

(b) *Cancellation.* Any person who believes he is damaged by the registration of a trade-mark in the Patent Office may at any time apply to the Commissioner of Patents to cancel the registration thereof by filing an application stating the grounds therefor, verified by the person filing the same.

(c) *Interference.* Whenever application is made for the registration of a trade-mark which is substantially identical with a trade-mark, for which a certificate of registration has been previously issued to another, or for registration of which another has previously made application, or which so nearly resembles such trade-mark, or a known trade-mark owned and used by another, as, in the opinion of the Commissioner, to be likely to cause confusion or mistake in the mind of the public or to deceive purchasers as to the source or origin of the goods in connection with which such trade-mark is used, he may declare that an interference exists as to such trade-mark.

(d) In every case of opposition to registration, application for the cancellation of a registered trade-mark, or interference, the Commissioner of Patents shall direct the Examiner in charge of interferences to determine the question of the right of registration; of the sufficiency of objections to registration, and of the grounds for cancellation, in such manner and upon such notice to those interested as the Commissioner may by rules prescribe.

Appeal may be taken to the Commissioner in person from the decision of the Examiner of Interferences.

The Commissioner may refuse to register the mark against the registration of which opposition is filed, may cancel the registration of a registered trade-mark, or may refuse to register both of two interfering marks, or may register the mark, as a trade-mark, for the person entitled thereto, unless an appeal is taken, as hereinafter provided for, from his decision, by a party interested in the proceeding, within such time (not less than twenty days) as the Commissioner may prescribe.

(11) Any party to any of the proceedings provided in Section (10) may appeal from the decision of the Commissioner of Patents to the Circuit Court of Appeals of the circuit where he resides, or, in the case of a person not domiciled in the United States, to the Circuit Court of Appeals of the circuit of the residence of the person designated in Section (6) hereof. The Commissioner of Patents shall thereupon certify and file in such Circuit Court of Appeals a

transcript of the entire record in the proceeding, including all the testimony and exhibits. Upon such filing the court shall issue its citation in the usual form to all parties to such proceeding and shall thereupon have jurisdiction thereof and of the parties and shall have power to make and enter such orders and decrees, including relief to the prevailing party by way of injunction, damages, profits, costs and otherwise, as provided in Section (15) hereof as the case may require.

The judgment and decree of the court shall be final, except as it may be reviewed by the Supreme Court on certiorari, as provided by Section 240 of the Judicial Code, and may be enforced as provided in Section (18) of this act.

(12) That every registered trade-mark and every mark for the registration of which application has been made, together with the application for registration of the same, shall be assignable in connection with the good-will of the business in which the mark is used, by an instrument in writing, duly acknowledged, according to the laws of the country or State in which the same is executed; any such assignment shall be void as against any subsequent purchaser for a valuable consideration, without notice, unless it is recorded in the Patent Office within three months from date thereof. The Commissioner shall keep a record of such assignments.

(13) That the following shall be the trade-mark fees: On filing each original application for registration of a trade-mark, ten dollars.

On filing each application for renewal of the registration of a trade-mark, ten dollars.

On filing notice of opposition to the registration of a trade-mark, ten dollars.

On filing application to cancel a registered trade-mark, ten dollars.

On an appeal from the Examiner in charge of trade-marks to the Commissioner of Patents, fifteen dollars.

On an appeal from the decision of the Examiner in charge of interferences to the Commissioner of Patents, fifteen dollars.

For certified and uncertified copies of certificates of registration and other papers, and for recording transfers and other papers, the same fees as required by law for such copies of patents and for recording assignments and other paper relating to patents.

(14) That Sections 4935 and 4936 of the Revised Statutes, relating to the payment of patent fees and to the repayment of fees paid by mistake, are hereby made applicable to trade-mark fees.

(15) Any person who shall, without the consent of the owner thereof, counterfeit, copy or colorably imitate any trade-mark registered under this act, or make any infringing use thereof, shall be liable—

(a) To an injunction restraining such infringement.

(b) To pay to the owner such damages as he may have suffered from the infringement, and in addition all profits which the infringer shall have made from such infringement, and in proving profits the plaintiff shall be required to prove sales only, and the defendant shall be required to prove every element of

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cost or deduction which he claims, and the court may enter judgment for any sum above the amount of actual damages and profits, according to the circumstances of the case, not exceeding three-fold the amount of such actual damages and profits, by way of damages and not as a penalty, or in lieu of actual damages and profits the court may decree such a sum, not less than five hundred dollars, as to the court shall appear to be just, and such sum shall not be regarded as a penalty.

(c) To deliver, upon oath to be im-  
pounded during the pendency of the  
proceeding, all copies, counterfeits or  
colorable imitations of the registered  
trade-mark.

(d) To deliver, upon oath, all copies,  
counterfeits or colorable imitations of  
the registered trade-mark, and all plates,  
molds, matrices, or other means of making  
the same as the court may order.

Rules and regulations for practice and procedure under this section shall be prescribed by the Supreme Court of the United States.

(16) That any court given jurisdiction under Sections 11 and 19 of this act may, in any action, suit or proceeding instituted for violation of any provision hereof, enter a judgment or decree enforcing the remedies herein provided.

(17) That the proceedings for an injunction, damages and profits, and those for the seizure of infringing trade-marks, plates, molds, matrices, or other means for making such infringing marks may be united in one action.

(18) That in all actions, suits and proceedings under this act, full costs shall be allowed and the court may allow to the prevailing party a reasonable attorney's fee as part of the costs.

(19) That the district and territorial courts of the United States and the Supreme Court of the District of Columbia shall have original jurisdiction, and the Circuit Courts of Appeals of the United States and the Court of Appeals of the District of Columbia shall have appellate jurisdiction of all proceedings respecting trade-marks registered in accordance with the provisions of this act, without regard to the amount in controversy.

(20) That writs of certiorari may be granted by the Supreme Court of the United States for the review of cases arising under this act in the same manner as provided for patent cases by the act creating the Circuit Court of Appeals.

(21) Any injunction that may be granted upon hearing, after notice to the defendant, to prevent the violation of any right of the owner of a trademark registered in accordance with the provisions of this act, by any District Court of the United States, or by a judge thereof, or by any Circuit Court of Appeals under the provisions of Section (11) hereof, may be served on the parties against whom such injunction may be granted anywhere in the United States where they may be found, and shall be operative, and may be enforced by proceedings to punish for contempt, or otherwise, by the court by which such injunction was granted, or by any other District Court, or judge thereof, in the United States, or by the Supreme Court

of the District of Columbia, or a judge thereof. The said courts, or judges thereof, shall have jurisdiction to enforce said injunction, as herein provided, as fully as if the injunction had been granted by the court in which it is sought to be enforced. The clerk of the court or judge granting the injunction shall, when required to do so by the court before which application to enforce said injunction is made, transfer without delay to said court a certified copy of all the papers on which the said injunction was granted that are on file in his office.

(22) That nothing in this act shall prevent, lessen, impeach, or avoid any remedy at law or in equity which any party aggrieved by any wrongful use of any trade-mark might have had if the provisions of this act had not been passed.

(23) That all applications for registration pending in the Office of the Commissioner of Patents at the time of the passage of this act may be amended to bring them, and the certificate issued upon such application, under its provisions, and the prosecution of such applications may be proceeded with under the provisions of this act.

(24) Any person who shall procure registration of a trade-mark, or entry thereof, in the Office of the Commissioner of Patents by a false or fraudulent declaration or representation, oral or in writing, or by any false means, shall be liable to pay any damages sustained in consequence thereof to the injured party.

(25) That the Commissioner of Patents is authorized to make rules and regulations, not inconsistent with law, for the conduct of proceedings in reference to the registration of trade-marks provided for by this act and shall establish classes of merchandise for the purpose of trade-mark registration, and shall determine the particular descriptions of goods comprised in each class. On a single application for registration of a trade-mark the trade-mark may be registered at the option of the applicant for any or all goods upon which the mark has actually been used comprised in a single class of merchandise, provided the particular descriptions of goods be stated.

(26) That any merchandise, whatever may be its source or origin, which shall bear any trade-mark registered under the provisions of this act, or under any other act of Congress authorizing the registration of trade-marks, or any colorable imitation of such trade-mark, shall not, while such registrations subsist, be imported into the United States or admitted to entry at any custom-house of the United States, unless the written consent of the registered owner of such trade-mark in the United States to such importation or entry be first had and obtained, and, in order to aid the officers of the customs in enforcing this prohibition, the owner of such registered trade-mark in the United States may require a copy of the certificate of registration of his trade-mark to be recorded in books which shall be kept for this purpose in the Department of the Treasury, under such regulations as the Secretary of the Treasury shall prescribe, and thereupon the Secretary of the Treasury

*(Continued on page 87)*



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# THE ERICKSON COMPANY

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



If you want to know about our work, watch  
the advertising of the following products:

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
INTERWOVEN SOCKS  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
WESTINGHOUSE MAZDA LAMPS  
PETER SCHUYLER CIGARS  
JACK-O'-LEATHER SUITS  
MANNING SPEED-GRITS  
TERRA COTTA  
TARVIA  
BARRETT EVERLASTIC ROOFINGS  
CHALMERS UNDERWEAR  
WALLACE SILVER  
CARBOSOTA  
NEW-SKIN  
WONDERWEAR  
BERNHARD ULMANN CO.  
ART NEEDLEWORK PRODUCTS  
CONVERSE TIRES  
BARRETT SPECIFICATION ROOFS

*What we've done for others we can do for you.*



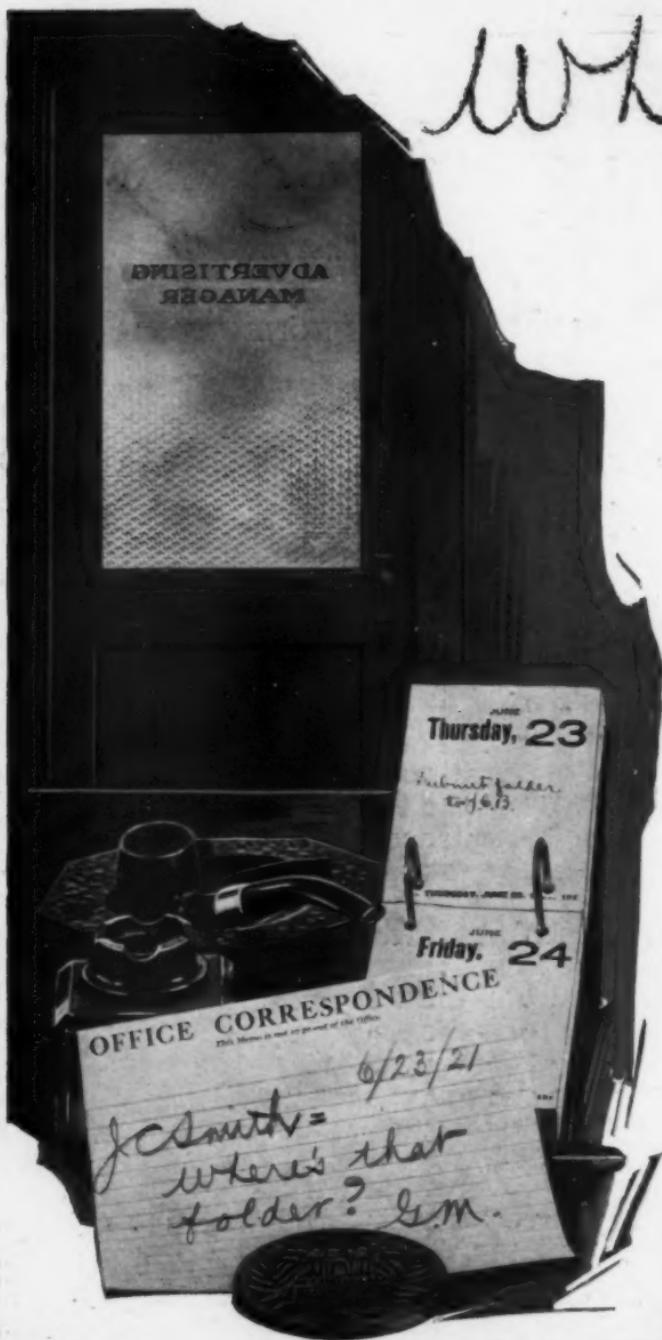
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# that folder?



MP! You thought the G. M. might forget that new folder you promised to show him today. Maybe he did, but someone else did not.

Now what'll we do? For three weeks you've been digging in your brain-bog trying to find the hiding place of a big idea. Of course, the boss will not appreciate that excuse.

Wouldn't it be a grand and glorious feeling if you could reach right over and pick up a brand new paper stock—or suddenly discover a new color, an unknown art-treatment, a new plate-making process? Oh! Anything, to give that folder distinction and real attention-value.

Attention-value—that's it. But how? Maybe this little suggestion will help some. The Cleveland Folding Machine can fold a sheet of paper 191 different ways—automatically, swiftly. The "Cleveland" makes *all* standard book-folds and 146 additional folds that *no* other folding machine can make.

Most good print shops use Cleveland Folding Machines. These shops will be glad to show you how the "Cleveland" can add attention-value to inexpensive folders, broadsides, circulars—and at no extra cost. Or, if you choose, write us to send you dummies of distinctive "Cleveland" folds—no charge for the service.

**THE CLEVELAND FOLDING MACHINE CO.**

GENERAL OFFICES AND FACTORY: CLEVELAND



## Ultimate Economy of Quality

Belief in the ultimate economy of quality is one of the foundation principles of our business.

### O'FLAHERTY'S PEERLESS MATS ELECTROTYPE—STEREOTYPES

bear the trade mark of quality. Quality reproductions are the result. Everywhere known as the best to be had.

*Made by O'FLAHERTY  
225 West 39th St. New York.*

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shall cause one or more copies of the same to be transmitted to each collector or other proper officer of customs.

(27) That any person who shall wilfully and with intent to deceive affix, apply, or annex, or use in connection with any article or articles of merchandise, or any container or containers of the same, a false designation of origin, or any false trade description, including words or other symbols, tending falsely to identify the origin or trade description of the merchandise, and shall then cause such merchandise to enter into interstate or foreign commerce, and any person who shall knowingly cause or procure the same to be transported in interstate or foreign commerce or commerce with Indian tribes, or shall knowingly deliver the same to any carrier to be so transported, shall be liable to an action at law for damages and to a suit in equity for an injunction, at the suit of any person, firm or corporation doing business in the locality falsely indicated as that of origin, or in the region in which said locality is situated, or who is or is likely to be damaged in his trade or business by any false trade description, or at the suit of any association of such persons, firms, or corporations, and any article marked or labeled in contravention of the provisions of this section shall not be imported into the United States, or admitted to entry at any custom-house of the United States.

(28) In the construction of this act, unless otherwise plainly apparent from the context, the United States includes and embraces all territory which is under the jurisdiction and control of the United States. The word "State" includes and embraces the District of Columbia, the territories of the United States, and such other territory as shall be under the jurisdiction and control of the United States. The terms "person" and "owner" and any other word or term used to designate the applicant or other entitled to a benefit or privilege or rendered liable under the provisions of this act, include a firm, corporation or association, as well as a natural person. The terms "applicant" and "registrant" embrace the successors and assigns of such applicant or registrant. The term "trade-mark" includes any mark which is entitled to registration under the terms of this act, and whether registered or not, and a trade-mark shall be deemed to be "affixed" to an article when it is placed in any manner in or upon either the article itself or the receptacle or package or upon the envelope or other thing in, by, or with which the goods are packed or inclosed or otherwise prepared for sale or distribution.

(29) That this act shall be in force and take effect . . . . . All acts and parts of acts inconsistent herewith are hereby repealed except so far as the same may apply to certificates of registration issued under the act of Congress approved March 3, 1881, entitled "An act to authorize the registration of trade-marks and protect the same," or under the act approved August 5, 1882, entitled "An act relating to the registration of trade-marks," act of February 20, 1905, as amended, entitled "An act to authorize the registration of trade-marks used in commerce with foreign nations, or among the several States, or with Indian tribes and to protect the same," and act of March 19, 1920, entitled "An act to give effect to certain provisions of the convention for the protection of trade-marks and commercial names, made and signed in the city of Buenos Aires, in the Argentine Republic, August 20, 1910, and for other purposes."

tion of trade-marks used in commerce with foreign nations, or among the several States, or with Indian tribes and to protect the same," and act of March 19, 1920, entitled "An act to give effect to certain provisions of the convention for the protection of trade-marks and commercial names, made and signed in the city of Buenos Aires, in the Argentine Republic, August 20, 1910, and for other purposes."

## Charting a Store's Advertising Needs

[Ernest C. Hastings, managing editor *Dry Goods Economist*, before Retail Dept., Advertising Clubs Convention.]

Crusoe, that he might know just how things were going throughout the store, prepared a private chart which he kept on his table constantly. It showed the cumulative gain of each department, the cumulative advertising and cumulative selling per cent to date.

He gave to each department the percentage of gain in business required or wanted by the store. When any one of them fell below that amount, he put it in red as a danger signal. When he found one continuing in this condition he looked to the advertising column to see if they were spending enough money. If not, he urged more newspaper space. If, however, the advertising expense appeared about right he investigated the mark-up to see if the buyer was trying to make too much money. If so, he insisted upon a smaller margin of profit until the department got back on its feet and enough advertising was used to get the results. So Robinson Crusoe became the advertising manager of Mr. Jones's store on Desert Island.

## Another Chicago Agency

The W. C. Reinhold Advertising Corporation has been organized in Chicago, and incorporated under the laws of Illinois, to conduct a general advertising and service agency. The officers are W. C. Reinhold, president; Charles H. Mann, vice-president and treasurer; C. C. Burgess, vice-president and secretary.

For more than eight years Mr. Reinhold was manager of the advertising promotion department of the *Chicago American*. At one time he conducted an advertising agency in Philadelphia. Mr. Mann was a wholesale jeweler in Harrisburg, Pa. Mr. Burgess was formerly district freight and passenger manager of the Western Railway Company at York, Pa., and for thirteen years was general manager of the P. A. & S. Small Co. of York.

## John L. Clough Made Officer of Cement Company

John L. Clough, president of the John L. Clough Advertising Agency, of Indianapolis, has been elected secretary and treasurer of the United Cement Products Company, of that city, manufacturer of "Perfection" septic tanks.

## Advertising Would Promote Home Building in Canada

Addressing the meeting of the Canadian Society of Domestic Sanitary and Heating Engineers in Quebec on June 6, E. G. Smith, manager of *The Quebec Telegraph*, showed how the construction of buildings may be increased by advertising. "Since advertising creates demand," said Mr. Smith, "it follows that none but those propositions bearing the closest scrutiny can survive. Consequently we find a general superiority of advertised wares as also a superiority in advertisers' service, the continuity of which guarantees the public against imposition.

"Again," he said, "every man feels his responsibility for owning a home," which in turn suggested that the association form a committee for the purpose of studying the promotion of a campaign which would be nationwide or perhaps conducted locally.

Figures quoted showed that construction contracts for the Dominion of Canada for the first three months of 1921 indicate a loss of thirty-five per cent compared with the same period last year.

"Talk construction everywhere, interest literary men, bankers, endeavor to address public societies, fraternity meetings, Boards of Commerce and particularly your banker and, above all, use advertising collectively and individually to teach the nine million population in the Dominion of Canada how comparatively easy it is to own one's own home and enjoy the comforts of modern sanitation and heating, not forgetting to show the man in the street some simple rules for financing his property venture."

## Where We Stand

DANIELSON & SON

PROVIDENCE, R. I., June 10, 1921.

*Editor of PRINTERS' INK:*

Thank you very much for your letter of June 8 covering a long list of PRINTERS' INK articles on "Price Maintenance."

It might interest you to know that in talking with a man who devotes practically all his time to trade investigations, I learn from him that PRINTERS' INK is his principal source of inquiry.

This is quite a remarkable position for any publication to find itself in, and adds to the general belief along this line.

DANIELSON & SON,  
GEO. W. DANIELSON, President.

## E. D. Lines with Central Metal Products Corp.

E. D. Lines, for the last three and one-half years sales manager of the Dahlstrom Metallic Door Co., Jamestown, N. Y., and prior to that for eight years with the Art Metal Construction Company, of that city, has joined the Central Metal Products Corporation at Canton, O., as general sales manager.

## Leslie-Judge Company Has New Owners

The Leslie-Judge Company, New York, publisher of *Leslie's Weekly*, *Judge* and *Film Fun*, has been reorganized and a settlement of all of the details of the old organization has been effected.

Control of the company has passed to William Green, president of William Green, Incorporated, New York, printers, and a former president of the United Typothetae of America.

The new officers of the company are: William Green, president; Douglas H. Cooke, vice-president; E. J. McDonnell, treasurer; and W. D. Green, secretary.

F. J. Splitstone is general manager of the company, and T. K. McIlroy has returned to the organization as advertising director of its three publications.

*Leslie's Weekly* and *Judge* will continue as weekly magazines and *Film Fun* as a monthly.

## Detroit Advertisers Appoint Agency

New advertising accounts of Carl S. von Poettgen, Inc., Detroit, include those of the Utilities Chemical Company, manufacturer of "Jazz-It," a cleansing compound; the Household Products Company, manufacturer of "Snowwhite," another cleansing preparation; the Eagle Leather Bag Company, which is selling a Boston bag by mail, and the Premier Specialty and Sales Company, which is advertising the Premier knife sharpener. All of these companies are located in Detroit.

"Jazz-It" is to be advertised throughout Michigan and adjoining States.

## Arthur W. Wilson in Agency Work

Arthur W. Wilson, who for over two years has been in the advertising department of the Hercules Powder Company, Wilmington, Del., and prior to that was with the Orange Judd and Phelps Publishing Companies, is now with Stroud & Brown, Incorporated, New York.

## Frank G. Eastman Leaves Lincoln Motor Co.

Frank G. Eastman, for a number of years advertising manager of the Packard Motor Car Co., Detroit, and more recently in the same capacity with the Lincoln Motor Car Co., has left the latter organization. No new connection has been announced as yet.

## Automobile Signal Account with Cleveland Agency

The advertising account of the Protek Signal Company, Cleveland, manufacturer of a danger signal device for automobiles, will be handled by Mears, Richardson, Briggs Co., Cleveland. A list of magazines and trade papers will be used.

# “Here We Are”

*vs.*

# “Here We Go”

ON an old tombstone over in Scotland are these words:—"I was well, I wanted to be better, here I am."

Yes, here we are. And, strangest of all, a lot of us seem to have thrown out the anchor. We don't like the sailing. We refuse to budge. It's perfectly all right to put up the umbrella when it rains, but why let your business get the "umbrella-holding" habit? The flowers *hold up* their faces to the storm—they're brighter, thriftier when the sun shines again. We've all been pretty well "washed"—we're "clean"—we're through with storms—

**LET'S GO—LET'S SHINE—LET'S FIGHT.**

If YOU quit, so do others. If YOU START SOMETHING, others take heart and do likewise. Let's show faith. Let us stop saying, "Wait until everybody else begins to buy." Why not begin *now*?

Already the tide is turning. The ball has started to roll. Are YOU going to PUSH, or watch from the sidelines?

Today Detroit is one of the brightest spots commercially on the continent. Start something here, and put behind your efforts the PUSH and the PULL of *Free Press* circulation.

## The Detroit Free Press

*"Advertised By Its Achievements"*

**Foreign Representatives**

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

PORTLAND, ORE.

# Your P<sup>O</sup>

*is as great in the public advertising force you p*

## THE R. L. WATKINS COMPANY

TOILET AND PROPRIETARY PREPARATIONS

1278 WEST THIRD STREET  
CLEVELAND, OHIO

ADDRESS REPLY { 26 WEST 44<sup>TH</sup> STREET  
NEW YORK, NEW YORK

Mr. A. J. Kobler,  
C/o The American Weekly,  
American Circle Building,  
New York City.

May 25th, 1921.

My dear Mr. Kobler,

Having formulated our advertising plans in the American Weekly for 1922, it will no doubt be to you of much interest to give the history of our continued growth in your valued publication.

During 1918 we spent in the American Weekly advertising Mulsified Cocoonut Oil Shampoo \$6,429.67. In 1919 this expenditure was increased to \$14,000.00. In 1920, the 1919 appropriation was doubled, spending \$28,000.00. During 1921 our schedule of both color pages and black and white copy aggregates an expenditure of \$53,240.00.

The increased advertising expenditure each year is in itself conclusive evidence of our belief in the American Weekly as a medium of high efficiency. It is without doubt one of the greatest, if not the greatest medium in America to-day.

I substantiate this fact by giving you herewith a non-cancellable order aggregating a trifle more than one hundred thousand dollars for 1922. This represents, over a span of four years, an increased advertising expenditure of better than 640%.

Very sincerely yours,

  
F. O. Richardson  
President.  
THE R. L. WATKINS COMPANY.

# Product -

*the public mind as the  
orce you put back of it!*

Recognizing the fact that a product is judged by the impressiveness and determination with which it is advertised, and guided by past experiences, one of America's foremost manufacturing houses signs a

## \$100,000.00

Non-Cancellable Contract for Advertising in

# The American Weekly

The Big Feature Magazine of Eight Great National Newspapers with a Combined Circulation of

### OVER 3,000,000 COPIES

|                                  | Circulation    |
|----------------------------------|----------------|
| Atlanta Georgian .....           | 108,884        |
| Los Angeles Examiner .....       | 236,020        |
| Boston Advertiser .....          | 403,672        |
| San Francisco Examiner .....     | 292,996        |
| Seattle Post Intelligencer ..... | 77,190         |
| New York American .....          | 1,122,522      |
| Washington Times .....           | 100,100        |
| Chicago Herald Examiner .....    | <u>806,386</u> |
|                                  | 3,147,770      |

# The American Weekly

READ EVERY SUNDAY BY OVER 3,000,000 FAMILIES, PRINCIPALLY  
IN CENTRALIZED BUYING DISTRICTS

"IF YOU WANT TO SEE THE COLOR OF THEIR MONEY—  
USE COLOR"—A. J. K.

A. J. Kobler, Mgr., 1834 Broadway, New York

Frank L. E. Gauss, West'n Representative, Hearst Bldg., Chicago



Here's the sportsman on a trip. No; not hunting or fishing—just a regular pleasure trip that you and I take once in a while.

How can he do that, on top of his hunting and fishing?

That's just it! He has the money and the leisure. He is clear-headed—outdoor recreation does that—and he commands his business. He makes money and he has leisure—like every master of business.

Have *you* anything to sell him for his journey—field-glasses, hats, clothes, shoes, shirts, trunk, watch, or the trip itself?

He wants the best and can pay for it. Sell it to him through the outdoor publications—which reach 100 per cent men at the lowest cost per man.

**FIELD  
STREAM**

New York

**OUTERS'  
RECREATION**

Chicago

# Builds Future Business by Finding and Training Retailers

Recruiting Work of Butler Brothers Helps Keep Ranks Filled as Customers Fall by Wayside

By C. M. Harrison

NOW that the scarcity of business has brought about a more general use of real brain work in advertising than was the case two or three years ago, additional attention is being given by manufacturers and jobbers, not only to developing the retailer as far as possible, but to creating new retail stores.

The proposition of persuading new people to enter business and then training them so they can make good, thus providing a future outlet for goods, is wholly in line with the constructive principles of merchandising in general. *PRINTERS' INK*, in its issue of September 18, 1919, told how the International Harvester Company had started out on an ambitious plan of developing farmers—of going through the Southern States showing farmers their mistakes and instructing them how to become prosperous. The International Harvester Company could advertise its implements in those sections until Gabriel blew his horn and never get anywhere until the farmers could be persuaded to use agricultural methods that would make them need the machinery and cause them to use it profitably.

Future market development is one of the biggest and most important functions of advertising. It cannot be worked out by talking about goods, no matter how meritorious the goods may be, how well the telling may be done or how powerful the mediums that may be used.

It is strange, indeed, that despite the absolute soundness of this principle and the widespread knowledge of it, many big firms stray away from it in times of prosperity. Then when things begin to tighten up a bit they inevitably come back and show ac-

tivity in the development of future business and in the doing of broad gauge advertising upon which they do not expect to realize dividends to-morrow or next week.

An interesting instance of this is shown in the case of Butler Brothers, wholesalers of general merchandise. Recent issues of business papers carried what was on its face a sensational announcement of Butler advertising procedure. It was to the effect that Butler Brothers had adopted a policy of offering to start men in business and to back and train them to a point where success would be practically assured, providing the new retailers were men of the right type and would be willing to pay the price in the way of earnest effort.

## NO LONGER AN ANONYMOUS ADVERTISER

The only new thing about this is that the general newspaper advertising done in an effort to interest potential retailers is placed over the firm's own name instead of being anonymous as once was the case. This has for many years been a part of the general sales plan of Butler Brothers. But it has been permitted to rest in peace during the easy business getting of the last four or five years. Now that selling has become a fight once more the firm has wisely revived what has been described in *PRINTERS' INK* as the work of its location department. Back numbers of *PRINTERS' INK* contain several references to Butler's location department, but there will be no harm in sketching it here again briefly, because of its important bearing on the present situation and of the help it may be able to give other concerns which, like Butler Brothers, now see the pressing need of doing real de-

June 23, 1921

velopment work for the future:

The principle behind the idea is perfectly logical. If there is not a constant infusion of new blood into a business it will in time die of dry rot. Customers will quit business, fail or die. When a man begins to get prosperous in a business he is likely to scatter his purchases. There are many things which in the natural course of events will cause trade to stray away. Hence the value of an organized effort to get new stores started.

Butler Brothers' efforts along this line are primarily for the starting of variety stores. At first advertisements setting forth the advantages of the variety business, telling how easy it was to start and offering detailed instruction were run under a blind address. The theory was that the firm could not afford to come right out in the open and advertise for new stores for fear of offending the customers it already had. But now the advertising is done right in the open.

Under control of the sales department in each of the Butler houses there is a location bureau. This has first-hand information about favorable openings for new variety stores, and also all data as to available locations, make up of the community, rental expense and so on. When a man responds to the advertising his name is turned over to the bureau, which then ascertains from him about where he would like to locate, the amount of his available capital, his experience, nationality and religion. After all these preliminaries are agreed upon he is asked to visit the house. Here the whole proposition of his store is carefully discussed with him by an expert, and after the approximate amount of the investment is agreed upon the expert usually selects the opening stock. After the goods are shipped a man goes from the house to install them and get the store going. Under his direction the opening advertising is done and the start made.

From that time on the new retailer can, if he will, become a

protégée of the merchants' service bureau, which is under charge of the central advertising department. From this he can buy such advertising matter as he may need, can get a complete window trimming service and all general counsel that may be necessary. The sales department assigns the store to an individual salesman, who handles all orders coming from it and he makes suggestions as to the details of the various purchases. If the retailer's enthusiasm runs away with him and he orders three barrels of tumblers when one would do, the order is censored to that extent and he is written a friendly letter in which his approval is asked.

There is plenty of business literature at the man's disposal. For the asking he can obtain books on system, window trimming, advertising and other things.

With all this his education proceeds, and if he will work along with the house, strictly according to its system, he usually can win out. There are plenty of instances where men have started in with a capital of from five hundred to a thousand dollars and have worked up into good-sized stores with from ten to fifteen thousand dollars in stock.

All this seems paternalistic in the extreme, not to say complicated. But really it is sensible business and is conducted with surprisingly little effort, comparatively speaking. The whole proposition has been reduced to a system. After the store plan has been evolved for about ten typical cases the entire thing is in hand. From these ten all the advertising matter and other things can be standardized. From then on it is merely a proposition of quantity production and of personal effort on the part of the salesmen.

#### PLAN NOT MADE FOR EVERYBODY

Like everything else that is human the plan has its weak points. There is the retired farmer who has been working hard all his life, has saved a few thousand dollars and wants to retire into something

THE

Montreal

88

June 23, 1921

PRINTERS' INK

95

# Canada Is Peculiarly a Magazine Country

There are very few large centres of population in Canada. It is essentially a country of small communities.

In each of these communities, from the smallest village upward, there is a certain dominating business and social element composed of the families of merchants, manufacturers, and bankers, professional men and executives generally, whose purchasing power is above the average and whose example in their respective communities carries a great deal of weight and influence.

It will be readily agreed that it is largely the people of this type who subscribe to and read the country's good magazines. The appeal of such publications is to them.

These are generally known as the "leadership" families. Their preferences determine what will be carried by the merchants and what will be sold in the community.

To reach these people through newspaper advertising would require the employment of a very long list indeed. There are no less than 695 different towns in which newspapers are published, either daily or weekly. To buy space in a sufficient number of these would run into a tremendously heavy appropriation. And naturally there would be a very high percentage of waste.

In comparison with this

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

goes regularly into 2883 Canadian communities. Its appeal is to the substantial class of people—the people whose interest, whose influence and whose trade it is most worth while to cultivate.

And, most important just now is the fact that MACLEAN'S reaches the class of people whose buying power is not impaired by adverse industrial conditions which may exist among the laboring classes congregated in the large cities.

MACLEAN'S offers circulation, plus prestige, plus buying power. It provides effective, profitable advertising at economical cost. It is the first publication to use, and the broad base upon which to build a successful campaign.

*Rates, A.B.C. Data and  
Sample Copies on Request*

**THE MACLEAN PUBLISHING COMPANY, Limited**  
183 University Avenue, Toronto, Ontario

*Branch Offices in Canada:*  
Montreal, Winnipeg, Vancouver  
Great Britain:  
88 Fleet St. E. C. London.

*Branch Offices in U. S. A.:*  
New York—1806 St. James Bldg., 1133 Broadway.  
Chicago—405 Transportation Bldg., 608 So. Dearborn St.  
Boston—734 Old South Building.

June 23, 1921

easy, where he can make a good living without working very hard. So he goes into the variety business! If there is a place in the world where hard work and plenty of it has to be done that place is the variety store. A common outcome is failure, to the detriment of the business as a whole.

Another weakness is that established variety retailers feel that they should not be interfered with after they have worked up a good business in a town. They are inclined to resent it when a wholesale house or a manufacturer practically establishes new stores to compete with them.

Still another objection is the human element. It is asking quite a bit of a preacher, a school teacher, a farmer, a clerical man or a blacksmith to start a strange business and make good at it. "Keeping store" is a mystery to most folks. And, sad to relate, it remains a mystery to many even after they have enlisted in the ranks of storekeepers.

But in the main the idea works well and has a fair proportion of successes to back it up.

### G. W. Speyer at Detroit for Rapid Electrotype

The Rapid Electrotype Company, of Cincinnati, has opened an office in Detroit, under the management of George W. Speyer, who recently resigned from Hoyt's Service, New York. Mr. Speyer was at one time production manager of the Chicago office of the J. Walter Thompson Co.

### To Advertise San Francisco as a Garment Market

The Manufacturers and Wholesalers' Ladies' Garment Association is being organized in San Francisco in order to bring about co-operative advertising of San Francisco as a year-round market for women's and children's wearing apparel, and to protect retail customers against unscrupulous practices.

### W. A. Pitschke Joins Western Agency

W. A. Pitschke, recently with Erwin, Wasey & Company, Chicago advertising agency, has joined the staff of the Western Advertising Agency, Racine, Wis.

### Examples of Timeliness in Direct-mail Advertising

[Robert E. Ramsay, director of sales promotion, publicity and advertising, American Writing Paper Co., before Graphic Arts Department, Advertising Clubs Convention.]

The selling power of printed salesmanship is increased by its timeliness. Instances are on record where tremendous increases have been made in returns by proper timing. A concern selling Wall Street brokers found by mailing the printed piece so that it reached its destination on the afternoon of the slackest days of the week returns increased 40 per cent.

A milk company got a heavy increase in business by so timing its mailing piece that it was delivered in the morning, while the inferiority of the competing product was still fresh in the minds of the breakfaster.

A Cincinnati jeweler has a most peculiar list of names which is used in connection with mailings timed by the event. This list is not only of the prospects of the store, but of the prospects' friends, so that reading in the daily paper the announcement of the marriage of the daughter of Mr. and Mrs. John Doe to Richard Roe a piece of printed salesmanship goes to all of Doe's family's friends, as well as all of the Roe's family's friends, suggesting that their store may help in solving the gift problem.

### Washington, D. C., Club Elects Officers

The Advertising Club of Washington, D. C., has elected the following officers for the coming year: President, Harry Hahn; first vice-president, Joseph Berberich; second vice-president, Paul Heller; secretary, Francis X. Wholley; treasurer, Sydney Selinger. Three vacancies in the directorate were filled by Maurice Kafka, J. D. Kaufman and H. H. Levi.

### Change in Western Farm Paper Field

Frank H. Bell, formerly Chicago representative of the *Weekly Star*, Kansas City, has been appointed Western manager of the Western Division, Associated Farm Papers, succeeding R. E. Costello, who has become associated with the advertising department of the *Nebraska Farmer* at Lincoln, Neb.

### Name of "The Gas Engine" Changed

The name of *The Gas Engine*, published at Cincinnati, O., has been changed to *Oil Field Engineering*.

William H. Odell, formerly with the Diamond Rubber Co., and more recently secretary and sales manager of the Dictator Fountain Pen Co., is now with the W. O. Woodward Co., Inc., window display and direct-by-mail advertising, New York.

## New York newspapers carrying 91% of 1920 linage

The volume of advertising carried by the 17 daily newspapers of New York and Brooklyn in May was 91% of their record volume of advertising in 1920

—and 111% of their 1919 volume.

Do you know of any other group of advertising mediums which is equalling the success of the Greater New York newspapers—*doing today 91% of its maximum of all business history for this season of the year?*

Probably you have seen the Federal Reserve reports showing that the New York department stores are continuing to sell more goods than they did a year ago.

Both local and national businesses have found that this always tremendous market of Greater New York responds quickly to newspaper advertising of good merchandise at right prices. And business is getting better every day!

In May, 1921, The Evening Post carried 94% of its record volume of May, 1920; June, 1921, is running 105% of June, 1920.

### New York Evening Post

FOUNDED 1801

L. D. FERNALD, MANAGER OF ADVERTISING

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## Leslie-Judge Company

"Details involved in the reorganization of the Leslie-Judge Company having been completed, I am glad to announce that Leslie's Weekly and Judge, two of the oldest and best known weeklies in the United States, and Film Fun, the monthly magazine, all three of which are published by the Leslie-Judge Company, will pass to their new ownership.

"I purchased this business because I believed that there was a great opportunity for these magazines when properly edited along distinctly individual lines.

"The business is now owned entirely and solely by those active in its management—the other officers and myself. It is, therefore, a distinctly personal ownership, not one share being owned or controlled, directly or indirectly, in any way, shape, or manner, by any other private or corporate interest.

"The heavy bonded indebtedness, amounting to practically three quarters of a million dollars, which has weighed like a millstone on the property, has been eliminated.

"The editorial policy will be along clean, liberal, constructive, progressive, non-partisan lines.

"We are perfecting an organization whose influence is already being felt in the editorial, art and typographical improvement of the magazines. The beginning we have made in this respect has met with the cordial approval of our readers, and leads us to believe that our plans for the future of the publications will win for them the good will and prestige which their traditions and growing excellence deserve."

WILLIAM GREEN

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The officers of the Leslie-Judge Company are: **WILLIAM GREEN**, *President*; **DOUGLAS H. COOKE**, *Vice-President*; **E. J. McDONNELL**, *Treasurer*; **W. D. GREEN**, *Secretary*. The officers are also the directors of the corporation. All of these men are associated with Mr. Green in William Green, a corporation, 627 West 43rd Street, New York City—one of the largest printing concerns in the country.

Mr. Green has been in the printing business in New York City for more than forty years, during which time his plant has produced many of the country's leading periodicals. He has been intimately identified with the publishing as well as the printing industry.

Mr. Green has twice been president of the United Typothetae of America—the national association of employing printers. He has long been a dominant figure in the printing business in New York City and, in 1919, was chairman of the employers' committee handling the strike in the printing industry. He is president and majority owner of the New York Manufacturers' Real Estate Company and is a member of the National Industrial Conference Board.

Prior to his connection with Mr. Green, Mr. Cooke was for a number of years with the American Lithographic Company.

Mr. McDonnell and Mr. W. D. Green have been heretofore associated only with William Green, a corporation.

Leslie's has, to-day, a net paid circulation of more than 450,000 copies a week. What this circulation may be in the future will depend entirely upon the interest and quality "built into" the Weekly. No "forced draught" methods are being or will be used to maintain its circulation above a healthy, natural and normal point.

The new owners believe that certain of the contemporary weeklies are filling splendidly their chosen fields. But they also see a distinctly individual field, not now covered either by the weekly magazine or the Sunday newspaper.

It is this field that Leslie's Weekly and Judge will be edited and produced to fill.

## LESLIE-JUDGE COMPANY

225 Fifth Avenue  
New York

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Henry Building,  
Seattle

Marquette Building,  
Chicago

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# New York American

Announces

the appointment of

William T. Hamilton, Jr.

as

National Advertising Manager

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Mr. Hamilton was formerly Advertising Manager of *Cosmopolitan*, and Vice-President of Van Patten, Inc.

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Home Office, 1834 Broadway

New York City

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# The Sales Argument in Story Form

Engineering Company Uses the "Short Story" to Convey Sales Argument for Technical Product to Prospects

A LARGE national advertiser is using some of his space in general mediums to help his salesmen get in to see prospects. These men have to tell a difficult story that requires close attention on the part of the buyer and takes from thirty minutes to an hour for its first presentation.

With salesmen cluttering up reception rooms all over the country and each man obsessed with getting "inside" and staying there as long as he can, what is the salesman with a difficult technical product to do and how is he going about it to get an audience when the buyer has not enough hours in the day to see the men who want to tell their story?

Advertising can help in a number of ways. It can tell part of the salesman's story. It can help the salesman get "in," as in the case of the concern referred to, by telling the buyer that the salesman is not merely after an order but is in a position to contribute something to the buyer—do him a service. When the salesman gets in, however, he must make good on the promise. Some salesmen are resourceful enough to get in without assistance.

In a New England town of 30,000 population there are located two good-sized concerns, in related lines but not competitors. A salesman for a steel and wire concern landed in this town one morning and started out to call on both of these concerns. It was his first visit and he was unacquainted. The purchasing agent of each company turned him down—sent back his card with the word that there was nothing doing.

Walking back to his hotel in a highly peevish frame of mind, he thought of something, went to the telephone, called up the purchasing agent of the first plant and said:

"Sorry you could not see me when I called, but I really did not

want to see you on business this time. My purpose in calling had to do with another matter. Your product has a reputation for quality and you have used some of our goods in the past and probably will again. Now, I'd like to see how your goods are made. You could introduce me to your superintendent and let him take me through your machine shop. I won't steal anything, and if I learn more about how your goods are manufactured, I have an idea the next time I come back here I could give your designing department a few tips that might save you a lot of money. Anyway, it will cost you neither time nor money, and the risk is mine. What do you say?"

He got what he wanted and before noon had gone through the shop. When the whistle blew the superintendent invited him to stay to lunch. While he ate, he listened and listened and listened. Presently the purchasing agent came along, nodded and sat down at the same table. Just before the salesman left, the buyer gave him a small order for some wire stock.

## THE DESIRED INVITATION RECEIVED

From the hotel, at two o'clock that afternoon, the salesman called up the buyer of the other concern. This is what he told him:

"I spent practically the whole morning in the Whose-this factory, and I want to tell you that I saw some things there that opened my eyes. Of course, they make dies and machine parts while you make tools, but, believe me, they have worked out some stunts that I never saw before. They've got a great place over there, haven't they?"

"Oh, I don't know," yawned the buyer. "Why don't you look at our shop, if you want to see some real machining?"

A half-hour later the purchasing agent was taking the salesman through his shop in person. He

was so delighted with what he saw that he begged to be passed from foreman to foreman. He stalled around on one excuse or another until it was five o'clock, when he had himself conducted back to the p. a.'s office.

He was all enthusiasm and amazement. Had the best day he ever had. Sorry he could not spend more time there.

What was the salesman going to do that night? Nothing in particular. Why could not the p. a. stay downtown and go to dinner with him? He couldn't possibly. But if the salesman had nothing on hand that evening, why couldn't he run out to the p. a.'s home for an hour or so?

He could and did, and before the evening was over he had told his full story under such conditions as the average salesman only dreams of.

This day's work ultimately led to two splendid connections that ran into a fine volume of business in the course of a year.

The American Engineering Company, of Philadelphia, is maker of the Taylor Stoker, a system of feeding coal under boilers in a closed furnace with mechanical control of air and coal and automatic gravity cleaning.

Stokers are sold to power plants. The men who have the say in the purchase of them are engineers, superintendents and members of the board of directors—sometimes it is the whole board. An installation runs into a considerable amount of money. An order for stoker equipment is a contract that may take weeks or months to close.

Naturally it is not the easiest thing in the world for a salesman to get in to see the right man for his first interview. He has a long story to tell and the story must be well told, and told when and where it will do the most good.

The company conceived the idea of taking a few typical sales into the laboratory for observation. Who bought stokers? How had the sales been made? Plucking a few such sales to shreds brought to light the fact that often human

obstinacy and ignorance were greater obstacles than price, construction, performance, competition and other factors.

The key to every sales and advertising campaign is the man who has the say in the purchase of the product, whether the product be a ticket for a theatrical performance or stoker for a power plant.

There is no more interesting situation in the world of commerce than a person in the act of making a purchase. It is an act of decision.

Worldwide sales policies rest on the solitary individual who buys. What a clarifying reflection! Confusion disappears, like darkness before light.

Track the buyer to his lair. He will decide everything for the manufacturer, constructional details, quality, size and shape, price, sales and advertising policies. Products may differ, but buyers are human units, the same yesterday, to-day and forever in their racial and individual characteristics.

#### BUSINESS FICTION IN EARNEST

A real incident was selected as the basis for a piece of business literature—a real short story, where the conflict of human interest is of more concern to the reader than any of the references to the product. The central figure in the story is the vice-president of a corporation. He is a successful, hard-headed, opinionated obstructionist. His flat-footed opposition to everything new, his narrow jealousy and petty selfishness, arouse in the reader a desire to see him not only overruled but fired.

A character is a better plot than the deepest mystery. An author with a reputation was sought and commissioned to write the story. He did so. It came to slightly more than 4,000 words in length. It is the story of a sale in fiction form. Its title is "What of It, J. T.?" It is bound in boards, size about five by eight inches, has thirty-two pages, a few of which in front and back are perfectly

blank, is printed in fourteen point, leaded, and contains seventeen line sketches in two-colors.

"What of It, J. T.?" is neither a flagrant advertisement nor is it disguised literature. The story is "business fiction" style, and one might pick it up and read it, and if he was not a salesman, an advertising man or a buyer of stokers, he might read it and never remember the words, Taylor Stokers. There is a tiny imprint on one of the last pages—a copyright notice of the American Engineering Company. For the rest, it looks like a piece of fiction.

The company selected the names of 2,000 executives from its mailing list of manufacturing companies and power plants. A letter carefully processed and filled in, with a return card enclosed, was mailed out. Over a period of about six months, something like thirty per cent of inquiries were received. A copy of the book with another letter was mailed to each inquirer. In some cases the salesmen asked to deliver the book in person, and did so.

The story makes good reading. It is convincing.

A certain river rises in a nest of hills and winds its way into one of the great lakes. About thirty miles from the river's source a little manufacturing town sprang up in course of time, the principal industry of which was a lumber mill.

As the town grew, the mill grew. A dam was thrown across the river near the town to provide water power for the mill. But the mill kept on growing beyond the capacity of the river to supply power. Eventually, therefore, a steam plant with five 400 horsepower hand-fired boilers was added to the mill to take care of the extra load.

Then the water power began to fail, due to two causes. One cause was the cutting of timber in the hills where the river rises. Other towns and mills coming into existence along the river was the second cause.

One of these newer mills became a direct competitor of the

first mill. Rivalry between them developed rapidly until the deluge of business after the war gave each mill so much to do in taking care of its own business that both sides became less and less interested in the activities of the other.

In the mind of the vice-president of the first mill, however, this business rivalry glowed as warmly as it had in the beginning. It was always with him. He watched his competitor's progress as jealously as a dog on a front porch watches a stranger come up the walk.

The president of the company rushed into this vice-president's office one day and said that the water power had given out completely and one of the mills would have to be closed down.

The vice-president just smiled—smiled because his competitor up the river would be in exactly the same predicament. That was all shutting down one of his mills meant to this man. By way of reply to the president's excited announcement that one of the mills would have to be closed down, the vice-president observed:

"Well, Perkins is in the same fix."

After the story has been told, with many interesting details to the buyer of stokers, of boiler room management, with descriptions of visits to stoker equipped plants, with talk of horsepower, rated capacities of boilers, strikes of boiler room employees, low cost of maintenance, the climax is reached, and the opposition of the vice-president overcome, the poor old fellow learns that Perkins, his competitor, has had Taylor Stokers in use for three months.

At last Taylor Stokers are installed. A record output at the mill causes old J. T. Granger, the vice-president, to say that the only trouble with it is that Perkins has done just as well; and the president says: "What of it, J. T.?"

#### BOOKLET ADVERTISED ON WIDE SCALE

The story presents the full case for Taylor Stokers in a most palatable form. It reads easily. It carries the interested executive

through all the technical details. This book, therefore, has been made the keynote of the sales and advertising campaign. An advertisement in one of the mediums bears the caption, "Do You Know J. T.?" and the entire copy is a page of dialogue from the story with an illustration of the book at the bottom.

Another advertisement presents another chapter from the book and breaks off suddenly without finishing an incident. The reader is referred to the back for the sequel.

Thus "J. T." is made a national character and the full sales argument for Taylor Stokers is a textbook for the company's salesmen, a theme for advertisements and a staple piece of direct-mail literature. If the recital of this experience assists one sales executive to make a new survey of his prospective customer and it thereby helps him to a new discovery that leads to larger sales, it will not have been in vain.

### Business Needs Religion

[Rev. Christian F. Reisner, D.D., before the Church Advertising Department, Advertising Clubs Convention.]

The business world is not settling into any solidly safe condition. We must have something more certain than spasmodic buying and selling campaigns. Mere assertions will not create confidence. The world is not settling down on a firm working foundation which will insure an abiding prosperity. We have only warded off serious breaks in our nation, as well as in the world. We have neither proposed nor employed permanent remedies. Wall Street, labor leaders, capitalists, Government experts all agree that we need an old-fashioned revival of sane religious interest and church attendance. The A. A. C. of W. can help bring that about by high-class, sincere, soul-inspired and inspiring publicity. And no other organization can do it so well or so promptly. The Rotary Clubs have grown because they have increasingly aided moral and spiritual movements. They did not even count it "unbusinesslike" to choose a minister as International President.

### H. G. Thompson in New Position

H. G. Thompson, formerly general sales manager and vice-president of the Edison Storage Battery Company, has been appointed sales manager of the American Radio and Research Corporation, Medford Hillside, Mass.

### Printed Salesmanship to Back Up Personal Kind

[Noble T. Praigg, Director of Advertising, United Typothete of America, before the Graphic Arts Department, Advertising Clubs Convention.]

Salesmen themselves are alert to the benefits of printed salesmanship, when intelligently directed toward supplementing and strengthening personal sales effort. A jobbing supply house some months ago offered as one prize in a sales contest a series of mailing cards to be sent to the winning salesman's prospects, each card referring to the salesman personally. The sales force exerted itself with unusual vigor in this contest, many of the salesmen saying frankly that their first interest was in winning the mailing card prize rather than the cash prize at the top of the list. And afterward, when the cards were used in supplementing the personal effort of the salesman who won them as a prize, even his contest sales record was exceeded. The mailing cards as a prize had not only served largely in whetting the salesmen's interest, but in themselves helped the winner increase results.

Estimate for yourself the extent of sales organization and the time necessary for personal selling of a new household utensil to a list of 33,000 possible dealers.

One manufacturer who realized the practical impossibility of reaching such a field with any degree of promptness augmented a small corps of salesmen with a series of nine printed salesmanship items. The salesmen in person were sent to only the most important possible buyers where the size of the introductory order was expected to be especially large. The mailings covered the rest of the field. Specifically growing out of these mailings, the manufacturer quickly received requests for catalogues and further information about the product from 5,500 dealers. Indeed, so immediate were results that his new enterprise was "congested" with actual business. This was a 16½ per cent sale to the entire national field. And as a by-product of the printed salesmanship campaign, personal salesmen found it possible to close 60 per cent of the dealers afterward approached.

### Stanley Boynton Joins Illustrating Firm

Stanley Boynton, formerly with the Detroit Free Press and the Ford Motor Company's advertising department, has become associated with Wesley Neff, of Detroit, advertising illustrator.

### With Tin Decorating Company

Jules Smucker, recently vice-president of the Metal Package Corporation, Brooklyn, has joined the New York sales staff of the Tin Decorating Company, Baltimore.



## Job Wanted!

Here is a "high-powered" salesman if there ever was one. He calls on every hardware dealer in the country every month. Represents a number of manufacturers. Ready to work for a few more.

He never skips a call—makes the little towns as well as the big ones—never pads his expense account—never lays down on the job. Rain or shine he calls on every hardware dealer in the country every month!

Can you use him at a cost of \$2.60 per thousand calls? He is GOOD HARDWARE personified—a salesman who covers the whole hardware trade. Reaches over 48,000 dealers and jobbers every month with his friendly, helpful messages. Reaches  $2\frac{1}{2}$  times as many stores as any other paper at a page rate that is  $\frac{1}{2}$  to  $\frac{1}{6}$  that of any other medium.

For full information write

LEONARD TINGLE, *Business Mgr.*

**Good Hardware**  
Butterick Building, New York

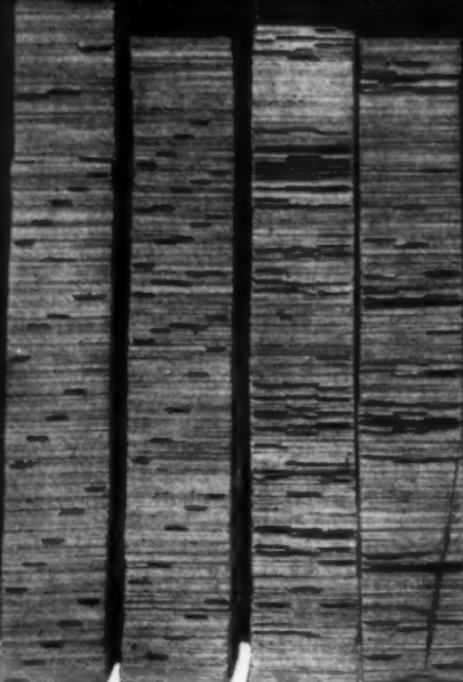
June 23, 1921

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## The Remarkable Automobile Situation in New Orleans

Owners of these cars read  
The Times-Picayune



THESE CARDS REPRESENT 14,346  
NEW ORLEANS OWNED AUTOMOBILES

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# The Times-Picayune

## Reaches 94.63% of the Automobile Buying Power of New Orleans

A strict canvass of the 16,272 automobile owners of New Orleans shows that—out of 16,161 who read daily newspapers, 14,346 or 94.63%—or over nineteen-twentieths—read THE TIMES-PICAYUNE.

THE TIMES-PICAYUNE has made no especial drive for automobile owners, which demonstrates that THE TIMES-PICAYUNE is the most efficient medium for reaching the genuine buying power of New Orleans in marketing any other product.

A copy of the Automobile Investigation detailing the canvass, giving number of cars of each make and other information, will be gladly sent anywhere upon request.

Further positive proof of THE TIMES-PICAYUNE'S results in automobile salesmanship is shown by the fact that THE TIMES-PICAYUNE printed more automobile advertising than all other New Orleans newspapers combined in the last seven months of 1920, a period in which auditors, employed by the newspapers jointly, accounted all New Orleans newspaper advertising. The Times-Picayune is the only New Orleans newspaper, and one of the few in the whole United States, that accords its foreign advertiser the same rate for automobile advertising as that enjoyed by its local advertisers, a flat line rate of 12 cents daily and 15 cents Sunday.

### AUTOMOBILE ADVERTISING IN NEW ORLEANS NEWSPAPERS

May 31 to December 31, 1920

|                       | Liners  |
|-----------------------|---------|
| <b>TIMES-PICAYUNE</b> | 678,005 |
| Second Paper          | 492,549 |
| Third Paper           | 183,021 |

Owners of these  
cars do not take  
The Times-Picayune  
but read an even-  
ing newspaper

Owners of these  
cars take no  
New Orleans  
English news-  
paper

815 CARS HERE

340 CARS HERE

June 23, 1921



## "Return the Inclosed Card"

Whether this card comes back to you, with its order or inquiry, depends, of course, on the appeal of the accompanying letter or circular.

Direct-by-mail advertising is much more likely to get the desired results when it is printed on a good stock—a stock that has firmness, quality, clean printing surface.

Hammermill Cover is just this kind of stock. Economical in price, too. Samples, showing wide variety of color, sent on request. Hammermill Paper Co., Erie, Pa.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all  
Direct-by-Mail Advertising*

# What's There for You in That Other Chap's Success?

Sacson Firm Finds That Home Labor-Saving Devices Have Made a Big New Market for Smarter House Frocks

By G. Dudley Ward

KEEPING a close eye on the successes of the other fellow is a pretty good rule to follow. It is especially good where the success has opened up a new field—even though it seems in no way related to your own.

Every new market opened up means that in its trail are possibilities for other new markets. Every new want created and supplied produces other new wants ready for someone to develop and supply.

It may be that the new line is not in any way related to your own and presents no direct possibility for you. Even then it is worth while, at any rate, to find the causes of its success. There is always something to be learned from success.

But though there may not at first sight appear to be anything for you in a new market opened up in a field different from yours, take a second view. There may be something that is all the better because not obvious at the first glance.

Take the introduction of the many electrical labor-saving devices for the home—electrical clothes-washers, dish-washers, ironing-boards, that have followed vacuum cleaners and taken the drudgery out of housework. These devices have made housework a clean job as well as a cleaning one. What then?

What in the introduction of these new devices was there, standing out for all to see and calling aloud for someone in the women's wear trade to take advantage of it? But it was there all the same.

A glance with insight brought it out. It was that these devices meant a tremendous change in the life of the servantless woman. There was no longer any reason

why she should not be as prettily dressed for her work as for her leisure.

No woman has ever really liked to hear the doorbell ring when she is dressed so that she is what she calls "a sight." She hates to be caught even with a work apron on and generally will snatch it off for no more important a caller than a tradesman's errand boy!

## DRESSED FOR THE MORNING

Consequently, though it was by no means obvious at first sight, there was a distinct connection between the new electrical home labor-saving devices and the dress field. Indeed, second thought suggests that one of the reasons for the success of these devices is that the users were not obliged to wear old clothes.

At once, then, it became obvious that what these women would want was a new sort of house and porch dress, one that spelled style in place of the old kind which had work written all over it. Good-bye, old kimono! The women were apparently just waiting for the prettier morning frock to come along.

When the stylish house and porch frock was put upon the market its success was immediate. The result is that the house frock industry is one of the few industries in the country which to-day is oversold.

Nor is this much to be wondered at. The new frocks have behind them one of the most powerful selling appeals—the desire, shared by practically all women, to be prettily dressed at all times. Assuredly they have come to stay.

One of the houses to realize this was Samuel Cohen & Sons, makers of the Sacson line. Two days after the appearance of their

June 23, 1921

first advertisement it became clear that a national want had been found.

The Sacson dresses were started on their way early this spring. The first were made up in gingham and chambray with organdie or pique collar and cuffs. They were so smart that before the advent of the electrical labor-saving devices they could hardly have been called "morning frocks."

Since they were more or less a matter of experiment, the advertising appropriation devoted to them had necessarily to be relatively small. A national woman's magazine was decided upon. Pages and half-pages are being used, the advertising carrying sketches of the frocks, describing the material of each model shown, and giving the retail price. The prices run from \$2.50 to \$8; "slightly higher in the Far West," the copy states.

The first advertisement, a page, appeared in February. The copy in this ran:

**MORNING FROCKS—WITH A NEW CHARM!**

So pretty, so attractive! It's a delight to wear these charming new Sacson styles—both practical and comfortable, yet so very appropriate for the unexpected occasions when one wants to be sure of being trimly dressed.

The Sacson label assures you everyday dresses of simple charm—and of such splendid quality as to give lasting satisfaction. If, perchance, your dealer is not showing these styles, write us (giving his name) and we will see that the style and size you want is sent you.

Send for our free booklet, attractively picturing many other new spring models.

National distribution to a remarkable degree was obtained as quickly and easily as some folk catch a cold. Dealers who did not buy when shown proofs of the advertising before it appeared, fell into line at once when sent orders and cash which came from their territory after the publication of the advertising.

Practically every order that came to the house gave, as requested by the advertising, the name of a dealer. The house at once forwarded to that dealer the customer's letter, particular gar-

ments asked for, together with the full retail price, and requested him to be good enough to see that the frocks were delivered. That method, of course, helped largely in opening accounts.

It was the summer trade that was relied on to make the stylish porch frock a permanent part of woman's wardrobe. Styles such as would not be out of place on Fifth Avenue on a summer afternoon were made up in gingham, percales, voiles, organdies, batistes and other colorful, bright and light summer material. They were well calculated to start women hot-foot to the store to see what such frocks at such prices could be like.

Calling these garments "Porch and House Dresses" will be recognized as a very clever piece of merchandising. High price plays so large a part in the general estimation of quality, it is extremely probable that offering a woman "Summer or Afternoon Frocks," at a price only slightly above what she could make them herself for were she an expert in home dressmaking, would have met with absolute failure.

An entirely different atmosphere is created by calling these pretty garments simply "Porch and House Dresses." They are recognized as quality "Morning Frocks." They might have been condemned as "cheap," had they been named "Afternoon Dresses." Such is human nature!

The excellently illustrated booklet, "Jane's Diary through the Week with Sacson Porch and House Dresses," sent out in answer to inquiries and distributed by dealers, shows that these frocks are used for all a woman's everyday indoor and outdoor activities, including shopping, tennis, taking baby for an airing, receiving calls and visiting. And the accent all through is "I wasn't frumpish-looking."

By calling their line "House Dresses" the makers placed themselves under one disadvantage. House frocks were not in overly good odor—there had been many that were merely fit for dusters.

June 23, 1921

PRINTERS' INK

111

THE  
**BROOKS**  
 DISPLAY CONTAINER  
 (PATENT)

This container permits a manufacturer to use the dealer's counter with maximum effectiveness to increase and maintain sales.

Confections, soaps, perfumes, extracts, pastes, accessories, articles of hardware and many other lines of merchandise can be sold in greater volume with this container.

The Brooks Display Container is made in a variety of sizes to meet individual requirements.



Tablets of Fruit

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>Attractive</b><br><b>Simple in</b><br><b>Construction</b>                                   |
| <b>Sturdy—sets flat</b><br><b>Ideal for Shipping</b><br><b>Correct Display</b><br><b>Angle</b> |
| <b>Large Advertising</b><br><b>Surface</b>                                                     |

## BROOKS BANK NOTE CO.

MANUFACTURERS

*Lithographed Folding Boxes*

Labels

Window Display Advertising

Office Stationery

Springfield, Massachusetts

New York  
100 Hudson St.

Philadelphia  
425 Sansom St.

Boston  
114 State St.

or floorcloths after the first experience of the washtub. But that was the only hill along the route to success—and the Sacson line seems to have taken it on high, judging from the number of repeat orders reported by dealers.

Of course, it is not every day that a manufacturer can strike upon an idea which will almost instantly give him a national market. But almost every day there are ideas to be found which have brought success to some other fellow. Almost every day, too, new inventions come along which not only open up new markets for themselves but produce changes that mean other new markets. Taking advantage of these changes often proves the short cut to a big success.

### The Letter Writer's View-point

"The writer of successful sales letters must get himself into the position of the prospect addressed if his sales letters are to bring the returns they should," said Louis Balsam, correspondence and advertising counsel of the Direct Mail Advertising Association, in addressing that department of the Advertising Clubs convention. He said:

"Here are four rules underlying all successful letters. If applied to your own correspondence, they will turn the trick as they have for business houses that are following them.

"1. The successful letter writer is one that is in love with his work. No letter can be really successful unless it is written by someone thoroughly in earnest.

"2. Successful letters are those written by people who put themselves in the other fellow's place. In other words, the average letter is a failure because it doesn't visualize its reader.

"3. Simplicity is essential to resultful letters.

"4. The over-dramatic and over-spectacular element must be eliminated, especially in sales letters."

### Located in New England for Westinghouse

H. F. Fuller is now in charge of the publicity department of the New England territory of the Westinghouse Electric and Manufacturing Company, with office in Springfield, Mass. He had previously been assistant to the general manager of the New York office and prior to that he was associated with Gornay, Inc., the Philip Kobb Co., Inc., and Hoyt's Service, Inc., New York advertising agencies.

### Organized for Printing Service

[William John Eynon, President, United Typothete of America, before the Graphic Arts Association, Advertising Clubs Convention.]

Through co-operating with the business man more closely in connection with his need for printed salesmanship, the printer found a province essentially his own.

As the organized expression of the printing industry, it became the fortune of the United Typothete of America to help printers take their first steps toward placing this new form of industrial service at the disposal of business. The outcome has been most satisfactory. We have learned conclusively that business to-day literally welcomes with open arms the printer who can provide service when that service is interpreted in a sympathetic grasp of the customer's printed salesmanship problem.

And as a matter of fact, the printer whose sincere effort joins hands with craft expertness, whose motive is to deliver actual expression of idea in type, is the printer who brings himself to the plane of the specialized professional builder of business.

In giving a practical side to its ambition, the organized printing industry established a Department of Advertising at the Chicago Headquarters of the United Typothete of America, equipping that department with a personnel capable of dealing thoughtfully with substantially any business problem relating to marketing, analysis, distribution and sales promotion. This department has brought to every printer member of the Typothete organization a literal advertising department of his own. Operating through the medium of questionnaires, somewhat standard in form, but obviously modified to fit the peculiar conditions under which every business man conducts his enterprise, this Department of Advertising has brought co-operation to manufacturers, wholesalers, retailers, professional men, who for a variety of reasons express a desire to use this new phase of printers' service.

### Insurance Account for Indianapolis Agency

The Public Savings Insurance Company of America, home office at Indianapolis, has placed its account with the Field Advertising Service, of that city. A newspaper campaign featuring a special junior endowment policy for children is now under way.

### Joins Copy Staff of Randall Agency

F. A. Cooper has joined the copy staff of The Fred M. Randall Company, Detroit advertising agency. He has been with the Ford Motor Company for the past two years in the Educational and Promotion Department.

## America's greatest asset is its Priscillas\*

The privilege of home making  
and beautifying is not given to  
every woman.

The fact that 600,000 modern  
Priscillas\* have these privileges  
makes them far more valuable  
"prospects" than an equal num-  
ber of their less fortunate sisters.

Have you ever considered why  
they pay 20 cents for such a  
relatively small amount of read-  
ing matter?

## Modern Priscilla BOSTON

501 Fifth Ave.  
NEW YORK

Peoples Gas Bldg.  
CHICAGO

\*PRISCILLA (*fern. noun*)  
one who delights in her  
home, good housekeeper.





**G**OOD display locations for outdoor advertising become increasingly scarcer in crowded business districts. Effective poster space is at a premium. Each Self-closing Solar-can affords four eye-catching poster locations. The establishment in busy streets, of these highly efficient refuse collectors, creates broad opportunity for the sale of most desirable advertising space.

# Self-Closing Refuse Receptacle

HERE is a big opportunity—for the right man or group of men.

Sol-ar-can has won the approval of Municipal Art Commissions, Health Departments and Civic Associations of all sorts by reason of its good looks, its great convenience and its wonderful efficiency.

We are ready to grant territorial rights for the sale of display space afforded by the placing of Self-closing Sol-ar-cans. Business organizations or individuals possessing the ability and resources necessary to secure city franchises, establish and maintain a bill posting system and sell space to advertisers in a really big way, can here secure for themselves a most profitable opportunity.

If you are qualified to handle a big-calibre proposition of this sort, write us at once.

**Solar-Sturges Mfg. Co.**

Congress and Green Sts., Chicago, Ill.



# How Will Marketing Organizations Affect Methods of Distribution?

Present Interest Is Centred in Selling Rather Than Buying, but Retailers Are on Trial

By C. W. Burkett

Editor, *American Agriculturist*.

[EDITORIAL NOTE: The tremendous significance of the formation of co-operative marketing associations among agriculturists is just beginning to dawn on a large number of manufacturers, while the vast number of retailers, who are most likely to be affected by these organizations, have scarcely considered them as having a bearing on retail distribution.

The success of the California producers in doing co-operative marketing has been looked upon as a local idea, applicable to a product coming from a limited area. But when the potato growers of Minnesota, the wool growers of Ohio, and the dairymen of New York are able to organize successfully for marketing their products, the movement takes on a wide significance. The recent organization of the American Federation of Farm Bureaus, with a membership running into the millions, still further emphasizes the advisability of studying the probable effect on marketing manufactured products, which these institutions are sure to exert.

The following article from a man closely in touch with progressive thinking farmers expresses the belief that the present system of distributing manufactured products will not be altered immediately by the new organizations. Yet the uncertainty of the situation is shown by a statement by G. Harold Powell, general manager of the California Fruit Growers' Exchange, that the Fruit Growers Supply Company furnished the members of the exchange \$8,750,000 worth of goods in 1920. These supplies were formerly sold through dealers.

The article, which was written in answer to some questions concerning the next probable step in farm organizations, gives the present status comprehensively. It is interesting, if not altogether reassuring.

Since the above statement was written, there has developed out of the American federation of farm bureaus the organization known as the U. S. Grain Growers, Inc. This organization will take over the pooling and marketing of part of the wheat crop handled by the association for the coming year, or as soon as it gets its business in harness, and will plan to market wheat in an orderly manner throughout the year as the trade demands it and as consumption requires it. The wheat crop will be financed through another organization that has recently been projected known as the Farmers' Finance

Corporation. This financial institution will have a capital of \$100,000,000, largely subscribed by farmers as preferred stock, the common stock being in the hands of the U. S. Grain Growers, Inc., no profit being attached to the common or voting stock. Thus the institution is a thoroughly developed financial enterprise on a co-operative basis.]

I REALLY cannot forecast what effect the American Federation of Farm Bureaus is going to have upon the methods of the farmer in buying and selling. I am inclined to think that the least effect will be in buying, especially for the present. The chief sore spot on the part of farmers is in respect to selling. There is too wide a spread between what the farmer gets and what the consumer pays. The farmer has tired also of taking any price that somebody feels like offering him. Farmers have discovered that they can arrive at bulk cost of production and that they are entitled to prices that will compensate cost of production and will at the same time give them a little profit. Naturally, therefore, this is the first big problem they mean to tackle. Dairymen have discovered how to do it. Fruit growers also made the discovery and now wheat and cotton producers expect to do the same thing.

## TO SOLVE THE PRODUCTION PROBLEM

Farmers have reached the point where they think that cost of production plus a little profit should be the controlling factor. I therefore look for the American Federation of Farm Bureaus to estimate probable world needs in wheat and cotton, that they will study out approximately what acreage will be necessary for farmers of the United States to

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Showing back construction of 4 ft. by 8 ft. roadside bulletin.

—“it is the least expensive, although one of the most effective, of any publicity medium at your disposal.”

Dodge Brothers recently used the above words in addressing their dealers with reference to the 4 ft. by 8 ft. roadside bulletins which we have made for them for the past five years.

## GRACE SIGN & MFG. CO.

Quantity Manufacturers of Painted Outdoor Signs

(Press Painted Process)

SAINT LOUIS

# AN INTERNATIONAL OIL



# The OIL WEEKLY

Pacific Coast Office: LOS ANGELES, CALIF.  
B. V. Ellzey, Mgr. . . . 426 Douglas Bldg.

Mid-Continent Office: SA, OKLA.  
J. F. Carter, Atco Bldg.

# OIL PUBLICATION

**T**O SAY merely that The Oil Weekly, a national publication, leads all oil publications in the States of Texas, Louisiana and Arkansas, means nothing unless the advertiser knows that right now when the markets are stagnant, Texas and Louisiana and Arkansas are buying more oil field supplies, more tanks, more refinery equipment, than the rest of the United States east of the Rockies.

But such is true. Due to new fields opened up in Arkansas, Texas and Louisiana, oil activity in sections of those States is fully as feverish as it was in the days when Ranger, Burk Burnett and Homer were being played up in all the daily papers and magazines.

Drilling for oil is done with two types of equipment—cable tools and rotary. The two methods are as distinct as two types of individuals would be. The sections mentioned above are rotary sections—and The Oil Weekly has stood out in circulation for years as the dominant rotary oil publication.

Today you are advertising for sales results—spend your money in an oil publication that gives you greatest circulation and prestige in a section where buying is under way.

Communicate with our nearest advertising office for full details, rates, etc., and our new booklet, reaching The Ultimate Consumer, and "Quality as Well as Quantity."

**WEEKLY**      **HOUSTON**  
**TEXAS**

SA, OKLA.  
Atco Bldg.

Eastern Office:      PITTSBURGH, PA.  
R. E. Connell, Jr., Mgr., 1601 First Nat'l Bk. Bldg.

# TULSA

*"The Right City"*

Have  
You  
Securities  
to  
Sell?

To sell securities you must reach a field where money is plentiful.

"Tulsa" is the heart of the Mid-Continent oil fields, producing about \$350,000,000 yearly. It is the financial center of a state that produced \$800,000,000 worth of farm products in 1920. Tulsa is the wealthiest city, per capita, in the world, having a bank clearance averaging \$50,000,000 monthly and bank deposits ranging from \$65,000,000 to \$75,000,000.

There are more than 150 millionaires in Tulsa, with thousands of others extremely wealthy from oil. All are looking for outlets for their substantial incomes.

## THE TRIBUNE

*"The Right Paper"*

Eighteen months ago, Richard Lloyd Jones, formerly editor-publisher of the Wisconsin State Journal and associate editor of Colliers, bought the Tulsa Democrat, changing the name to the Tulsa Tribune. At that time the circulation was 18,000. It is now 27,000—a gain of 50 per cent, with the net cash receipts per copy increasing from less than 1 cent to 1½ cents, 75 per cent of all circulation now paid in advance.

The Tulsa Tribune is a cosmopolitan paper, carrying a complete financial page daily. It has also earned a reputation of speed and accuracy in handling important news of oil developments, publishing the best "oil page" in the Mid-Continent fields.

Large security issues of many companies have been successfully floated in Tulsa during the past year. The Tribune is read regularly by thousands of individuals who seek profitable investments or speculative opportunities.

The daily paid circulation of the Tribune in Tulsa alone is 16,000—more than the home units of the city.

*Let the TRIBUNE Carry Your Message*

THE TULSA TRIBUNE, Tulsa, Okla.

NATIONAL REPRESENTATIVES:

G. Logan Payne & Co., Marquette Bldg., Chicago  
Payne, Brown & Smith, Fifth Ave. Bldg., New York



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do their part. And then they will seek to grow enough of wheat or cotton or other produce to meet those demands. If, because of favorable weather conditions, they overreach themselves and produce a hundred or two hundred million bushels more than are needed, they will keep that surplus off the market and hold it over for another year, putting out less acreage until that surplus is used up. Farmers have discovered that it is this surplus that knocks the bottom from under prices. A small surplus of 5 or 10 per cent reflects itself rather strikingly and a surplus of 25 or 30 per cent brings about a ruinous condition.

It is to get at this problem of marketing that, in my judgment, the federation will direct most of its first efforts. Now the fact is, there are over a million members already. Within two years there will be three million farmers enrolled. You can't stop them; they are absolutely and positively determined to correct these marketing evils that have existed for so many years. The federation will be equipped with money enough to make it possible to avoid the rocks on which previous farmers' organizations have foundered. The federation automatically drops any man who becomes a candidate for a public office. That means politics is taboo. The federation limits its leadership to bona-fide farmers. That means the men in other walks of life are not going to steer the federation into channels that lead frequently into dangerous waters.

I mention these things because I think they are fundamental. They point to definite success of the federation. In other words, I think the federation is here to stay, and I think its methods of administration will be kept wise, sane and conservative by real farm leadership. I haven't discovered yet any feeling that it wants to get into the business of producing manufactured products. The aims and the ideals of the federation are for farmers to produce crops, to sell these crops profitably to people in other walks of life. Now, of

course, the people in other walks of life are making other things and if farmers expect to buy these other things from these people in other walks of life, then farmers do not expect to go into the business of making these other things. That means that farm tools and machines will be made by people trained to make farm tools and machines. It means that the manufacturer of feeds will be left to his job of making feeds; that fertilizers will be recognized as a field for the fertilizer manufacturer and not for the farmer or for the federation. It means that spraying materials, spraying tools, farm equipment of every kind, conveniences, even home and farm luxuries will be made by these people whose business and training it has been to make these things.

What method will be used for getting contact with these manufacturers is another matter. I don't think that the federation believes that it is its job to distribute the things that other people make any more than it is to manufacture the things not strictly in agricultural fields. The farmers organized into the federation will want to insist that the loose cogs be replaced, that the slack be taken out of the drive chains and that the channel from manufacturer to farm be made as short as possible. Undoubtedly, if this new heaven comes to earth, the farmer will insist on legitimate distribution profits. If excessive profits in distribution are avoided, farmers will be content.

A farmer gets tired of taking a price for his products that some middleman offers him, and on the other hand paying the price asked when he has to buy. He says, "If I have to pay the other fellow's price when I buy something, the other fellow will have to pay my price when he buys of me."

#### NO UPHEAVAL OF THE SOCIAL ORDER EXPECTED

The new order will make changes, there is no doubt about that. There will be some dealers who will have no business, yet I

believe that ultimately the thing will work out in having every progressive, up-to-date, honest, square dealer continue to be the medium between the manufacturer and the farmer. We have simply got to have a dealer some place. As a livestock man I can't have on hand all the time all of the feeds that I need. I can't buy direct or wholesale all of the different kinds of fertilizer that I need at all times. I might do it occasionally, but suddenly I need a little of this kind of feed, or a little of this kind of fertilizer, and I jump in my wagon or automobile and go to the nearest store to get it. Well, if I don't get most of my supplies at that store, the store won't last very long, and then I and every other farmer will be in a box. It is certain, therefore, that the dealer situation may undergo some changes but the principle will remain just the same.

Hence I do not think that the Farm Bureau eventually will assume functions of a dealer, nor will it carry a stock of supplies for its members, nor yet do I think that it will want to act as a financial bridge between the manufacturer and the consumer. That work must still remain the work of some middleman. Nobody can do it so cheaply, successfully or thoroughly as can a dealer if he makes himself the proper go-between between farmer and manufacturer. I have no doubt that in some places there will be co-operative stores. Groups of farmers may supply the capital, carry on an exchange business and sell to the stockholders and others; they will be doing a dealer's work, however.

Ordinarily an individual owning such an enterprise can do the work a little bit more economically than can a group with a hired force. You see, farmers are not going to run this store. Their job is to be out on the farm carrying on their farm business. They will have to have a hired man to run that store. Sometimes these hired men in these stores do all right, but usually they do not conduct the business with as much ability or economy as an individual

who owns and directs the investment. Just the same, somebody has got to do this dealer work. If the local dealer is on to his job he will do that work as economically as possible; he will cater to farm trade and he will endeavor to make himself a friend and servant of those whose patronage he seeks to obtain. The group in most cases doesn't get quite so good results as the individual.

So far I don't think that the manufacturer has paid much attention to the farm bureau movement. In the last few months they have begun to sit up and to take notice that something is happening. In a few instances I have heard of some apprehension concerning the outcome. I think this disturbed feeling has been due to some of the radicals using their mouths more than they do their brains. This has always been the case, however. I think there are many manufacturers who see a great movement of helpfulness to business in general and of considerable betterment to farmers themselves. These manufacturers realize that if farmers are going to improve their condition, are going to make agriculture a prosperous and profitable business, farmers themselves have got to set the machinery in motion to accomplish that end, and most manufacturers want farming to be a prosperous business. Yet every manufacturer must be concerned one way or another because results will be accomplished. These results will come by evolution and not by revolution, in my opinion. Certainly enough time will elapse to enable every manufacturer to adjust his business to the new conditions as they arise.

I confess I cannot foresee what is going to happen with the manufacturer who has a large force of local dealers. I really do not know how this will work out. I think things will go on just as they are for the present. Whether eventually the primary purchases will be made through some federated organization or not, I can't say. I know that in New York, for instance, the grange league, federa-



## What Then Is a Dignified Advertisement?

One of the most dignified, highly successful men I know is eminently *human* and is ever emanating friendliness.

Never is he *stilted*.

But always you sense his careful *restraint*.

It is a power in itself.

He says "dignity is simply well-controlled restraint. That coldness isn't dignity."

It's simply coldness.

And coldness so used is restraint *frozen up*."

He even goes so far as to claim that you can have a dignified advertisement without starting it with the words, "To those of discriminating taste."

He feels that "a dignified advertisement is one having an *inherent* dignity—not dignity *on display*." "An emphasized dignity," he says, "promptly becomes undignified."

He first told me these things sixteen years ago.

I remember them so distinctly, because they have ever since been our "working rules" for the major part of our copy.

If it sounds like sound sense to you, a talk together may prove our business-building interests are mutual.

**TUTHILL ADVERTISING AGENCY**

L. W. C. Tuthill, President

1133 BROADWAY  
NEW YORK

June 23, 1921

tion exchange, has been enthusiastically received, but to what extent this single organization can serve all the farmers I don't believe anybody knows. Even though it were to be a sort of purchasing agent, there would have to be some method for local distribution. I don't think that this exchange expects to compete with established manufacturing concerns, but it may eventually be the purchasing medium for farmers and those connected with the manufacturing establishments. I am sure that some of the leaders aim to do this, but it is such a big affair, time will be required to work out such plans.

Of course, an institution as here described is bound to develop a great deal of business. It has simply got to be recognized as a factor between manufacturer and farmer. To what extent it is capable now or will be capable in years to come to serve all farmers of the State I do not know. I don't believe anybody knows. If it succeeds year by year its work will grow and its business will grow. Whether it can compete with established agencies existing to-day, or whether it can give service equal to local distribution, is something only time can tell. It seems to me here's where the local dealers have a situation to meet themselves. If a farmer's exchange can give better service at cheaper cost than local dealers, then naturally in time the dealers' business will pass away.

The dealer is at fault that the exchange ever came into the field. Some of them were making too big profits. A great many of them were rendering too little service. A great many were not on to their job; that's why these co-operative stores and exchanges ever got any foothold at all. I hope that it will not come to a point where there will follow a conflict between manufacturer and dealer on one hand and the farmer on the other. There ought to be a common ground where the two interests can meet and where a plan may be worked out that will be helpful to both parties.

## Organized Campaigns in Foreign Markets

[George C. Vedder, of Johnston Overseas Service, before Pan American Department, Advertising Clubs Convention.]

Some of our manufacturers have, by building up a foreign advertising department of their own that is really a private service agency, equipped themselves to put on complete campaigns in foreign markets. In such cases local sales agents or advertising agents are utilized chiefly for their assistance in securing rates and routine information of various kinds and for ordering the insertion of copy prepared here. The success of this plan has varied considerably with the ability of those who have carried it out. In every case it has proved very expensive and it is certain to be the case where a full-fledged service agency is maintained for only one advertising account.

These are the things that must be done to succeed with foreign sales campaigns involving the use of consumer advertising. The manufacturer must be organized to handle details efficiently and his policy in handling export business should be carefully scrutinized and defects remedied. Then one by one markets must be taken up and analyzed. The methods that have made domestic sales campaigns successful should be studied with care and such of them as are suitable should be adapted to use in the different markets. Dealer helps of all kinds, booklets, circulars, novelties, and street car, billboard, and publication advertising, all of these should receive due consideration, and woven into the plans for each market. The manufacturer's situation as to distribution in each market must also be studied and plans made for strengthening it as a preliminary to the consumer campaign. Every effort should be made to insure the beneficial effect of contemplated consumer campaigns on distribution by planning them in advance and advertising their coming to dealers through the business press or by circularizing with advance proofs. Only by such careful study and work can the best results be attained and only through foreign service and advertising agents can this be done.

## "Columbia," New Monthly, to Appear in August

It is announced that *Columbia*, a monthly magazine for men, will begin publication in August. The publisher is Knights of Columbus, Supreme Council, New Haven, Conn. The advertising department will be located in New York, with Warren Kelly as director. Mr. Kelly has recently been advertising director of *Current Opinion*, and was for nine years with the Condé Nast organization, representing *Vogue* and as advertising manager of *House and Garden*, and as advertising manager of the British and Continental editions of *Vogue*.

June 23

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# The Haynes Advertising Agency

gives the following summary of the  
**Advertising in Omaha Papers**  
 during the first 5 months of 1921

(The Haynes Agency is employed jointly by the World-Herald and Bee to make an independent audit of the advertising in the Omaha newspapers. Measurement in inches.)

|                         | World-Herald | Bee     | Daily News |
|-------------------------|--------------|---------|------------|
| Amusements              | 15,104       | 14,772  | 14,485     |
| Building Material       | 3,115        | 825     | 668        |
| Books and Publications  | 1,423        | 2,551   | 1,330      |
| Clothing                | 49,482       | 20,206  | 21,996     |
| Dentists                | 1,711        | 692     | 788        |
| *Drug Stores            | 355          | 1,206   | 1,407      |
| Department Stores       | 44,873       | 37,609  | 32,770     |
| Educational             | 305          | 208     | 165        |
| Farm Accessories        | 936          | 285     | 503        |
| *Financial              | 6,351        | 7,989   | 3,792      |
| Food                    | 23,355       | 12,845  | 16,849     |
| Furniture               | 18,339       | 11,751  | 14,936     |
| Hardware                | 2,550        | 613     | 920        |
| Hotels and Resorts      | 1,459        | 815     | 560        |
| Household Appliances    | 2,419        | 369     | 1,221      |
| Insurance               | 1,357        | 1,307   | 513        |
| Jewelry                 | 2,046        | 1,235   | 1,956      |
| Millinery               | 1,986        | 918     | 1,422      |
| Musical                 | 9,653        | 6,189   | 5,760      |
| Office Supplies         | 818          | 194     | 324        |
| Printers and Engravers  | 523          | 700     | 194        |
| Railroads               | 1,960        | 1,482   | 975        |
| Shoes                   | 6,056        | 1,248   | 3,415      |
| Tobacco                 | 5,017        | 2,981   | 3,496      |
| Toilet Goods            | 1,938        | 549     | 1,085      |
| Miscellaneous           | 17,172       | 15,820  | 16,355     |
| Motor Cars              | 10,900       | 8,846   | 5,995      |
| Truck and Tractors      | 1,299        | 1,165   | 560        |
| Accessories             | 1,809        | 799     | 1,034      |
| Tires                   | 3,229        | 2,567   | 2,652      |
| **Total Display, Less   |              |         |            |
| Medical                 | 237,663      | 158,757 | 158,426    |
| Total Classified        | 68,762       | 23,217  | 21,144     |
| Total Advertising, Less |              |         |            |
| Medical                 | 306,425      | 181,974 | 179,570    |
| None                    | None         | 9,645   | 17,370     |

\*The World-Herald does not publish drug ads or oil stock ads, hence the apparently poor showing in these two classifications.

## SWORN NET CIRCULATION FOR MAY, 1921:

|             |        |
|-------------|--------|
| Daily.....  | 74,931 |
| Sunday..... | 67,472 |

N. B.—According to the last available audited reports (for the year ending December 31st, 1920), the World-Herald has 11,545 and 14,591 more city and suburban circulation than the other Omaha papers on each week day. On Sunday it leads by 11,927 and 12,903.

# The Omaha World-Herald

O'MARA & ORMSBEE, Inc.  
 Special Representatives  
 New York Chicago

H. DOORLY,  
 Business  
 Manager.

June 23, 1921

Just a line  
to let you  
know that the  
Pittsburgh -  
Des Moines  
Steel Company's  
advertisement in  
your March 2nd  
issue sold prac-  
tically every  
one of the items  
listed -- the  
total gross  
amount of the  
sales running  
over \$150,000.

That quotation from a letter sent us by the Technical Publicity Co. of Pittsburgh testifies to two facts:

*First:*—That the oil industry *is buying*.

*Second:*—That when it buys it heeds the advertising in its blanket paper, NATIONAL PETROLEUM NEWS.

*This material was not offered for sale elsewhere than in National Petroleum News.*

# NATIONAL PETROLEUM NEWS

*Member A. B. C. and A. B. P.*

814 HURON ROAD, CLEVELAND, OHIO

#### OFFICES:

TULSA, OKLA.  
408 Cosden Bldg.

CHICAGO  
432 Conway Bldg.

NEW YORK  
50 East 42nd St.

HOUSTON, TEX.  
303 Lumberman's Bank Bldg.

# Forty Years as a Daily And Always in the Lead

The JOURNAL-NEWS, of RACINE, WISCONSIN, has seen competitors come and go; it has witnessed transfers in management, but through periods of the keenest competition and adverse business conditions it has ever maintained its prestige. Year by year it has evidenced a steady growth, until today it is making preparations to occupy a new home costing \$125,000, which will be ready for occupancy around November first.

There must be a reason for this steady progress, and it is explained by the unvarying confidence reposed in it by the people of Racine and contributory territory. Its circulation has always been made up of the greatest purchasing power of the community, irrespective of whether its readers were of the more well-to-do, highly paid wage earners, or farmers.

Thus reaching an audience which means the greatest returns to the advertisers, the Journal-News has naturally commanded at all times the confidence of those who had goods to sell. This feeling is reflected by the greatest volume of local, foreign and classified advertising.

It's a natural law—the readers attract advertising, and advertising in turn means readers—and most of them in both classes.

*Send for our booklet on Racine*

## THE RACINE JOURNAL-NEWS

*Member of*

The A. N. P. A.  
Associated Press  
Wisconsin Daily League  
Inland Daily Press Association  
Audit Bureau of Circulations

*Foreign Representatives:*

Western—A. W. ALLEN,  
1336 Peoples Gas Bldg., Chicago, Ill.  
Eastern—M. C. WATSON,  
286 Fifth Avenue, New York, N. Y.

*"In Racine Most People Read The Journal-News"*

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## Mackintosh President of Associated Clubs

CHARLES HENRY MACINTOSH, the new president of the Associated Advertising Clubs of the World, is thirty-six years old and has been actively engaged in advertising since 1908,



CHARLES HENRY MACKINTOSH

when he joined the advertising staff of the Duluth, Minn., *Star*. A little later he became advertising manager of that paper, and the following year he opened an advertising agency service in Duluth. He was the founder and first president of the Duluth Advertising Club.

In 1915 he organized the National Association of House Organ Editors, and was elected its first president at the Chicago convention of the Associated Clubs.

In 1917, at the Philadelphia convention, he was elected president of the combined departments of the Association of House Organ Editors and of the Direct Mail Advertising Association, being re-elected in 1918. He has been a representative of the Direct Mail Department on the Na-

tional Advertising Commission of the A. A. C. of W., and has been chairman of the International Educational Committee and of the International Exhibit Committee.

In 1918 he became national editor for the Four Minute Men of the Committee on Public Information at Washington. After the war, he was made general sales and advertising counsellor of La Salle Extension University in Chicago and still holds that post. The directors of that institution have agreed to grant him leave of absence to attend to his new duties.

The boom for him as president of the A. A. C. of W. was started last February when he addressed the first convention of the Eighth District Associated Advertising Clubs at St. Paul, Minn., and Minnesota clubs have persistently advocated him ever since.

## Export Round Table Appoints Dr. Klein

Dr. Julius Klein, of Harvard University, formerly chief of Latin-American Division of the Bureau of Foreign and Domestic Commerce, and afterward U. S. Commercial Attaché in Argentina, has been appointed to the executive committee of the Boston Export Round Table. Secretary Hoover has just selected Dr. Klein as director of the Bureau of Foreign and Domestic Commerce.

## Periodical Publishing Co. Elects

John N. Nind, Jr., has been elected president of the Periodical Publishing Company, Grand Rapids, Mich., succeeding his father, J. Newton Nind, who died recently. Mr. Nind will assume active editorship of the company's three publications: the *Grand Rapids Furniture Record*, the *Furniture Manufacturer and Artisan*, and the *American Funeral Director*.

## Canadian Agencies Association Election

At the annual meeting of the Canadian Association of Advertising Agencies, held in Toronto this month, the following officers were elected: Immediate past president, J. P. Patterson; president, E. Desbarats; first vice-president, A. J. Denne; second vice-president, Adam F. Smith; secretary-treasurer, Russell T. Kelley; committee, L. J. Cunniff.

June 23, 1921

## Detroit Agency Increases Staff

The Campbell, Blood & Trump Advertising Agency, Detroit, has added Gage Tremaine to its staff. Mr. Tremaine was formerly a member of the McJunkin Advertising Co., of Chicago, and of the advertising department of the Postum Cereal Company, Battle Creek, before going to Detroit, where he conducted a business paper advertising agency, after which he became secretary of the Brotherton-Knoble Company.

The Campbell, Blood & Trump agency has also added to its copy department A. A. Levenseller and George E. Post. Mr. Levenseller joins the agency from Frederick Stearns & Company, while Mr. Post, a former newspaper man, comes from the Lincoln Motor Company, where he has been editing the company house-organ, "The Lincolnian."

## Heads Marmon Advertising Division

H. H. Brooks has been appointed sales and advertising manager of the Nordyke & Marmon Company, of Indianapolis, succeeding H. H. Rice, who has become secretary of the company in place of H. G. Shafer, elected vice-president. Mr. Brooks, who for some time has been assistant manager of the company's sales and advertising, will be succeeded in that capacity by A. J. Rogers.

## Verne Burnette with Liberty Motor

Verne Burnette, who has recently been in charge of advertising at the Liberty Motor Car Co., has resigned to go with the advertising department of the Cadillac Motor Car Co., Detroit. Mr. Burnette was at one time a member of the editorial staff of the *Detroit News*, the *American Boy*, and was a member of the staff of the *Stars and Stripes* during the war.

## R. V. Beuces Succeeds Smith at Bauer & Black

R. V. Beuces has succeeded H. Strong Smith as advertising manager of Bauer & Black, manufacturing chemists, of Chicago. It has already been announced in PRINTERS' INK that Mr. Smith has become associated with The Dorland Agency, New York.

## With Wayne Colorplate Co.

Paul P. Martin, for several years with the Burroughs Adding Machine Co. and the Green, Fulton, Cunningham Co., has joined the sales and service organization of the Wayne Colorplate Co., Detroit.

## Dittman with "Vanity Fair"

W. Carl Dittman has been appointed New England representative of *Vanity Fair*, New York. Mr. Dittman was formerly with the Chilton Publications in the West.

## New England Newspaper Association Formed

The New England Newspaper Alliance has been formed for the purpose of exchanging information of benefit to members. This new association came into being on June 14 at a meeting of about fifty New England newspaper publishers at Braintree, Mass.

Benjamin Anthony, of the New Bedford *Standard* and *Mercury*, was elected president. The other officers chosen are as follows: Vice-president, John R. Rathom, Providence, R. I.; *Journal and Bulletin*; secretary, Sherman H. Bowles, Springfield, Mass., *Republican and News*; treasurer, A. H. Fuller, Brockton, Mass., *Enterprise*; directors: W. H. Dow, Portland, Me., *Express*; John A. Muchling, Manchester, N. H., *Union and Leader*; Frank E. Langley, Barre, Vt., *Times*; John D. Plummer, Springfield, Mass., *Union*; Robert L. Wright, Haverhill, Mass., *Gazette*; Charles O. Black, Pawtucket, R. I., *Times*; and W. J. Pape, Waterbury, Conn., *Republicans*.

## August W. Hutaf with Nordhem

August W. Hutaf is now associated with the Ivan B. Nordhem Company, of New York, outdoor advertising. Mr. Hutaf has been vice-president of Eisen Litho, Inc., and was formerly art director of the United States Printing and Lithograph Company of the William H. Rankin Co.

## Chas. R. Wiers Elected Vice-President

Chas. R. Wiers, who was manager of correspondence for Larkin Co., Buffalo, N. Y., for sixteen years, and who since May, 1920, has been the general sales manager of the De Long Hook and Eye Co., Philadelphia, has been elected vice-president of the latter company.

## Sales Managers' Club Election

Officers elected by the New York Sales Managers' Club for the second half of the year are as follows: President, W. A. McDermid; vice-president, Thos. McMullen; secretary, C. H. Rohrbach; and treasurer, J. George Frederick.

## Roscoe R. Rau with Periodical Publishing Company

Roscoe R. Rau, formerly on the editorial staff of the Grand Rapids, Mich., *Press*, is now in the advertising service department of the Periodical Publishing Co., of that city.

## Chevrolet Advances J. H. Newmark

J. H. Newmark, who has been manager of the advertising division of the Chevrolet Motor Company, at New York, has been made assistant sales manager of the company.

June 23,

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JOSEPH

NINE EAST

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# "What Agency Research Means to the Advertiser"

*Would you like a copy of Mr. Richards'  
address at the Atlanta Convention?*

THE President of this agency was selected to address the Atlanta Convention upon a subject which is more and more receiving the earnest consideration of thoughtful advertisers.

Not long ago, advertising agency research was regarded by many manufacturers as hokus-pokus, or a bag-of-tricks trotted out by agencies when the occasion warranted.

Advertising agency research was never a "stunt." It is a sincere, impartial method of obtaining definite marketing facts and interpreting them into workable, dependable sales and advertising policies.

Each step of Mr. Richards' discourse develops the practical value of "Facts First—then Advertising." A limited number of facsimile copies will be distributed to interested executives.

JOSEPH RICHARDS CO. INC.

Est. 1874

NINE EAST FORTIETH ST. NEW YORK



*A set of the "Facts First"  
Series (example shown  
above) will also be sent.*

**RICHARDS**  
"Facts First—then Advertising"

## New Market, When Regular Market Flattens

*(Continued from page 20)*

"Four tests that only asbestos shingles can stand"—resistance to fire, to breakage, to wear and to decay. A third sets forth the convenience and economy of "Reroofing for the last time." All the return cards call for copies of the booklet, "Reroofing for the Last Time," and dealers are supplied with this booklet carrying their own imprint.

### NEWSPAPER ADVERTISING AN IMPORTANT FEATURE

Each time an advertisement appears in the national publications a letter is sent to the dealer list, with a proof of the advertisement. The interest aroused by the national advertising, the dealer is told, has been so unusual, and the number of inquiries received by the company has been so large, that the dealer is urged to seize the opportunity for running an announcement in his local papers. Says the letter in part:

"We accordingly enclose proof of another advertisement designed for newspaper use. This will ideally tie up your name with our national publicity on this subject. Wire or write our New York office, 294 Madison Avenue, immediately and we will send you a plate of this advertisement at no cost to you. Space occupied is eleven inches, three columns. Your newspaper will set your name in the space indicated and we firmly believe that it will bring you a great amount of business."

A proof of this newspaper advertisement accompanies the letter. All inquiries from a dealer's territory received by the company are referred to him. To date, nearly a thousand dealers have responded, asking for plates.

Then, a number of demonstrating exhibits were prepared by the company showing a section of a roof covered with wooden shingles with asbestos shingles laid over a

portion of it. These exhibits were made in full size and were set up at important points. A demonstrator arranged for its display, usually in the dealer's store or window. Frequently the exhibit was set up in the street or some open place in the town where it could be inspected by a committee from the local fire department. Some of these street exhibits attracted a lot of attention. Each demonstrator carried a small camera, or borrowed one from the dealer, and made snapshots of the demonstration. Thus the company was able to accumulate some excellent advertising material. The exhibits were moved from town to town.

These street demonstrations provided opportunities for news stories in local papers. Applying the asbestos shingles on top of the wooden ones was sufficiently new and revolutionary in many communities to arouse local interest, and this fact made news stories acceptable to many papers, especially those that carried the local dealer's advertising.

Another letter to the dealer made capital of this situation. News stories and matrices were prepared by the company and sent to the dealers with suggestions for their use. A great amount of additional local publicity was secured in this way.

Copy in national publications is especially interesting. Page space is being used. The big point in the argument, as already indicated, is that reroofing with asbestos shingles means reroofing for the last time. The roof is claimed to be fire-safe; the insulation provided by the old wooden shingles when protected from the weather keeps in the heat in winter and keeps it out in summer, which means that the upper rooms will be warmer in winter and cooler in summer; that the additional weight of laying the new shingles over the old is not so great as the weight of rain-soaked wooden shingles alone.

Quite a point is made of economy in the copy:

"You not only save the time and  
*(Continued on page 137)*

## Chicago—The Central Printing Market



One of the largest, most up-to-date and completely equipped printing plants in the United States.

### Printing Products Corporation

Successors to Good Will, Printing Equipment and Organization of

### Rogers & Hall Company

*Catalogue & Publication Printers*

*Artists : Engravers : Electrotypers*

Specialists in the art of Catalogue and Publication Printing for more than thirty years!

Day and Night Service

## A Printer Is as Good as His Equipment *Plus* His Organization

**Our Equipment** includes the latest and most efficient time-saving machinery—Linotypes, Monotypes, Color and Rotary Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

**Our Organization** is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

**Our Plant** is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

**Our up-to-date** labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus we are right on **Quality, Delivery and Price!**

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In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy writers and everything else necessary to the promotion, preparation, printing and mailing of your catalogue or publication.

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### Printing Products Corporation

Successors to Good Will, Printing Equipment and Organization of

### Rogers & Hall Company

*Catalogue and Publication Printers*

*Artists : Engravers : Electrotypers*

Polk and La Salle Streets, Chicago  
Local and Long Distance Telephone Wabash 3381

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# Seven Reasons Why You Will Want to Read PRINTERS' INK MONTHLY for July

## "Breaking the Buyer's Strike by Improving the Product"

How high should a sink be? What is the right size for an apartment house kitchen cabinet? Can a man take his own picture? By answering such questions as these some manufacturers have discovered a new selling punch that is putting over their products at a time when the cry is "But the people won't buy." John Allen Murphy has made an investigation of the present market with this idea in mind. What he has found he tells in his article. It is a searching, thorough, interesting presentation of one big merchandising truth that is significant to every manufacturer who is trying to win new buyers under present conditions.

## "Guide Posts to Good Advertising"

When Earnest Elmo Calkins started his career as an advertising man he used to get 25c for writing an ad. To-day he is the author of several books on advertising and a recognized authority on copy. In the July *MONTHLY* he tells what good copy is—and how to write it. His article should be intensely interesting to every man who is connected with advertising, because it is sound and constructive and because it is based on facts, not theory; on experience gained during a quarter century of work in the advertising business.

## "The Story of Colgate & Company"

When Colgate & Company made their famous Million Dollar Reward offer they did it because propaganda has been circulated which questioned their Americanism. They didn't offer a hundred thousand—they offered a million—which was characteristic. Robert R. Updegraff has studied their business, and tells the story of one of America's biggest advertisers, a story that has never been told before. Behind the Colgate success are a number of axioms which can be applied to every business. You will enjoy reading about a firm whose success speaks for the bigness and fineness of American business methods and ideals.

## "Package Design a Factor in Establishing a New Habit"

"When they told me I must make a complete change in my packages I felt the same as I would have if they had told me to tear down my plant and rebuild it." In this way Northam Warren tells of his reaction to the advice of advertising experts who advocated a new idea in his packages. But the package was changed, and a product which had been only a fair seller at once became a leader in its line. A sound story of what a package has meant to one product—which suggests what it can mean to any product. It is especially significant now when

"How ?

"Takin

"What

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manufacturers are just beginning to realize the importance of the package, which reaches the customer at that most critical stage—the point of sale.

#### "How Standardization in Advertising Saved a Failing Business"

The creditors had gathered for the usual inquest and there seemed to be nothing to do but announce what percentage the Gilbert Clock Company would pay on its debts. However, the leading creditor had faith in this business which had existed for a hundred years and had built up for itself a little family of craftsmen with all the interest that craftsmen have in their trade. A new general manager was called, a man who knew nothing about clocks. But he did know about business. He instituted changes that made the clockmakers gasp. To-day the Gilbert Clock Company is a money-making concern. Read how standardization and advertising built this success.

#### "Taking the Salesman into Partnership"

How much is a salesman's suggestion worth? Some companies think it is worth a lot. A salesman's suggestion made it possible for a Middle Western jobber to take an item of his line that had been a dead issue and make it a \$200,000 a year seller. A well-known arms manufacturer acted on salesmen's investigations and made certain improvements in a pistol that lifted it from the listless class into a leader. And yet certain firms still discourage suggestions from their salesmen. Frank L. Scott, who knows salesmen, tells why they should be consulted by the manufacturer—and cites a number of interesting cases to prove his contention.

#### "What I Have Learned in Fifty Years of Advertising"

Back in the hectic days just after the Civil War, David Hale Fanning started an advertising campaign for Royal Worcester Corset in fifty newspapers all over the country. His friends thought he was crazy—because business was just about as unsettled as it ever will be in this country. But Fanning had faith in advertising, and he won out. From his background of fifty years' advertising experience he tells what he has learned and what advertising has meant to his business. This energetic, vigorous man, who at the age of ninety conducts his business with all the energy of a youngster, tells his story in the July MONTHLY, and it is a wonderful testimonial to the power of advertising and the application of sound business principles.

*These are seven reasons why you will want to read PRINTERS' INK MONTHLY for July. There are fifteen others. And they explain why PRINTERS' INK MONTHLY is being read every month by business and advertising executives who realize the importance of such informative and helpful articles. Which also explains why advertisers are finding that the MONTHLY pays. August forms close July 15th.*

# PRINTERS' INK MONTHLY

25 cents a copy      \$2.00 a year

185 Madison Avenue

New York

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# *Rate Increase Suspended*

*The Southern Ruralist* is pleased to announce that, because of present business conditions and the fact that manufacturing costs are coming down, there will be no increase in advertising rate January 1, 1922.

The rate card for 1922, announcing an increase from \$2.00 to \$2.50 per line, is hereby withdrawn. Orders and contracts carrying definite dates of insertion, will continue to be accepted at the present rate of \$2.00 per line until further notice.

# *Southern Ruralist*

ATLANTA, GA.

**The South's Leading Farm Journal**

Chicago Office  
J. C. BILLINGSLEA  
Advertising Bldg.

St. Louis Office  
A. D. MCKINNEY  
Post-Dispatch Bldg.

New York Office  
A. H. BILLINGSLEA  
1 Madison Ave.

Minneapolis Office  
R. R. RING  
Palace Bldg.

June 15, 1921

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New York.

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expense of tearing up the old shingles, but you have the additional insulation and protection that the old shingles will afford as a base to the new and permanent roof of Asbestos Shingles. But these little economies are nothing when compared with the far greater saving due to the very fact that you are using Johns-Manville Asbestos Shingles. Because they are all-mineral they cannot warp, crack or rot. Hence they never need the periodic attention that other roofs need. First cost is practically the only cost."

Space was also used in trade publications.

After a consideration of the campaign described in this article the reader probably wonders whether the effort expended brought a commensurate return. A very decided affirmative answer is given by the company to this question. Although the campaign began about the first of the present year and has only been running a few months, the company's asbestos shingle business is well up toward its quota and is in excess of 1920 sales, whereas the condition of the market at the time the advertising began promised anything but a good outlook for 1921 business. Results continue to come in and an excellent year's business is looked for.

It has created new business as never before in the building line. The company feels that there would have been no business to speak of without this campaign. An ordinary advertising campaign on shingles would have failed to accomplish results.

#### Jaeckel & Co. Appoint New Advertising Manager

A. Jaeckel & Co., New York, furriers, have appointed Paul Kees advertising manager and have placed their account with the Capehart-Carey Corporation, New York.

#### C. J. Kreidler with "Printers' Ink"

C. J. Kreidler, formerly New York representative of *Normal Instructor-Primary Plans*, is now a member of the advertising staff of PRINTERS' INK.

#### Twenty-fifth Anniversary of Massengale Agency Celebrated

More than 200 publishers, advertising executives and business men from distant points, as well as Atlanta, sat down with St. Elmo Massengale at the Druid Hills Country Club, Atlanta, Ga., on the night of June 14 to help him celebrate the twenty-fifth anniversary of the founding of the Massengale Advertising Agency. A dinner of old-fashioned Southern dishes was served to the accompaniment of music out on the terrace under the moon, after which speaker after speaker arose to tell of the high place occupied by Mr. Massengale not only in the advertising profession, but in the business life of the South and the civic life of Atlanta. Among the speakers were James O'Shaughnessy, secretary of the American Association of Advertising Agencies; Henry Lee Staples, new chairman of the Southern Council of the A. A. A. A.; Major John S. Cohen, editor Atlanta *Journal*; W. T. Anderson, of the Macon *Telegraph*; G. F. Willis and Asa G. Candler, of Atlanta; and George M. Kohn, Atlanta representative of PRINTERS' INK. E. E. Dallia, retiring chairman of the Southern Council, A. A. A. A., was the toastmaster. The souvenir gifts presented to Mr. Massengale were numerous and handsome.

Mr. Massengale was the first advertising man to establish an agency south of Philadelphia. He began business in a little room furnished with a desk bought on credit, but has since established himself in the front rank among American agencies.

#### R. R. Case with New York, "American"

R. R. Case has joined the New York *American* as promotion manager. Mr. Case was in charge of publicity for the *New York World* for a number of years and was promotion manager of the *New York Herald* during the past year. He has also been with the *Chicago Daily News*, *Chicago Tribune* and *St. Louis Globe-Democrat*. During the war Mr. Case was assistant business executive of McCook aviation field, Dayton, Ohio.

#### Walter K. Towers with Paige-Detroit

Walter K. Towers, for several years managing editor of the *American Boy* and *Milestones*, and more recently advertising manager of the Reo Motor Car Company, Lansing, Mich., has resigned to become advertising manager of the Paige-Detroit Motor Car Co., Detroit.

#### American Radiator Appoints Agency

The advertising account of the American Radiator Company, Chicago, will be handled by the Porter-Eastman-Byrne Company, Chicago. The news of the formation of this agency was given in the June 16 issue of PRINTERS' INK.

# An Advertising Man Worth Your Consideration

*"—the sort of a man who puts things through. Whatever he undertakes, moves."* That's what Orison Swett Marden, editor of "Success Magazine" and author of "Peace, Power and Plenty," "Selling Things" and numerous other books, says about him.

\* \* \*

He's a man who puts things through, because he has a bountiful supply of energy and an unusual measure of enthusiasm—and because he knows how to gather facts, analyze conditions and weigh values. He can keep a big idea constantly in mind, and, at the same time, let no detail escape his notice.

He's an advertising executive with sales experience—an organizer, for he has a practical knowledge of human nature and knows how it may be influenced. He is sure in his judgment, strong in ideas, sound and original. His ability to indicate copy, art work and type arrangement for a complete advertising campaign is supplemented by a thorough knowledge of merchandising and marketing.

He's a college man, thirty-one years old, and married. At the present time he is directing the advertising and sales of a three-million-dollar, internationally-known manufacturing corporation. He has the highest indorsement of his present employers. Should you care to meet him, address

## THE MAN WHO PUTS THINGS THROUGH

"R. W.," Box 31 c/o Printers' Ink

Game?  
Art? Profession? Which Is It?

By P. K. Marsh

PLEASE! Please don't read this if you are still so fresh from the office that the cash-register (actual or otherwise) is still tinkling in your ear. Please don't read this if the landlord has just raised your rent, if your wife has just been grossly overcharged by the grocer, or if you have just barked an overtender shin against any other angle of the Cost of Living. Please lay it aside until your feet are on a footstool or higher, your favorite chair is nestled into the small of your back, your den walls are fogged by your fondest nicotine-vaporage and it's a pretty good old world after all. Then, if you're a true life-member of the advertising guild, sworn to it blood and love, then, perhaps, I have a fighting chance.

\* \* \*

Personally I am an ad-man.

I've had my offers from other fields. I've been tempted by chances to go sales-managing, the hook alluringly baited with the privilege of supervising the publicity. I've seen and passed up opportunities to go into business for myself, or to take up partnerships in attractive, going businesses in other fields—but I'm still an ad-man.

On the whole, I'm proud of it, but nevertheless there are times when I wish some Billy Sunday would crowd the whole tribe of us into one large auditorium and tongue-lash us into some craft-consciousness and craft-pride bigger, broader than those of our own making.

I don't like it when a man comes to my office to apply for a job and confidently refers to "the advertising game."

My life-work is not a "game" to me, and I'm sore that I and my kind have permitted, by act or attitude, such a term to gain widespread acceptance.

June 23, 1921

PRINTERS' INK

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# SMITH, STURGIS & MOORE, Inc.

Successors to Collin Armstrong, Inc.

General Advertising Agents  
1463 Broadway, at 42nd Street  
New York

TORONTO, Lumsden Building  
MONTREAL, The McGill Building  
PARIS, 31 bis Faubourg Montmartre  
LONDON, Premier House, Southampton Row, W. C. I.

*The Right Angle in Advertising*



Effective Advertising Displays  
Window      Store      Counter

**THE INTERNATIONAL DISPLAYS CO.**

CLEVELAND, O.

PLANNING

COUNSELLING

MANUFACTURING

June 23, 1921

June 23,

See for yourself how  
Collins "Castilian" Covers  
add charm and individual-  
ity to your catalogues

*—write for sample book*

THE hand-tooled leathers of old Spain find a worthy counterpart in these beautiful covers which to the touch and appearance resemble the craftsmanship of the best Cordovan Period.

## CASTILIAN COVERS

"Castilian" Covers have a practical printing surface which makes possible charming results in both decorative and poster designs—effects impossible of achievement with the usual cover papers.

Ask your printer to make up a "dummy" of your next catalogue in a "Castilian" Cover.

"Castilian" Covers are offered in six colors in the standard sizes 20 x 26 and 23 x 33. Also in Book Lining weight size 22 x 28.

*Write at once for "Castilian"  
sample books*

A. M. COLLINS MFG. CO.  
PHILADELPHIA, U. S. A.

*Makers of "Ultrafine" Coated Cardboards and Cover Papers*



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June 23, 1921

## PRINTERS' INK

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The Mayos are not in the "sur-  
gical game"; Cram is not in the  
"architectural game"; Butler is  
not in the "teaching game." Yet  
I feel that I, in my work, in a  
manner combine parallel abilities  
and responsibilities.

Compare my life-work with  
that of the physician—the archi-  
tect—the teacher.

Ailing businesses look to adver-  
tising men for remedy.

The architect has a far more  
limited opportunity to better pub-  
lic taste by concrete example—to  
client and community—than  
have I.

The major part of my work is  
educational—and my classroom is  
wider than the national bounda-  
ries.

Why should I and my co-work-  
ers be branded as gamblers?

The reason lies within ourselves  
and is of our own making.

Taken as a single homogeneous  
group, we have not compelled the  
respect which could be ours.

We have not held unshakably  
before us the truth that advertising  
grants us the opportunity to  
practise an art which utilizes all  
the other arts and adds to it the  
possibility—in fact, the purpose—  
of affecting vaster audiences than  
any other art.

Don't argue or explain.

Face the facts.

With the sum allowed you for  
art work, engravings and composi-  
tion taken into proper considera-  
tion, could you improve upon any  
one advertisement in to-day's  
work in any detail or degree?  
Would an hour's more work have  
polished the copy to make it  
sparkle and hold the eye more art-  
fully? Would another half-hour  
on the layout have lifted it far-  
ther above the mediocre and com-  
monplace? In those instances  
when you were limited as to ex-  
pense over and above the space-  
cost, did you give all of your  
ability so that it would not suffer  
in the least degree from this han-  
dicap—or did you throw it hur-  
riedly together, salving your  
conscience with a muttered "Oh, well,  
it's not worth much time, any-  
way"?



## Quality • Quantity Character

**A**LL THREE are of impor-  
tance to advertisers, but to  
Advertisers of High-Class  
Goods and Service *Quality* and  
*Character* of a medium are vastly  
more important than *Quantity* of  
Sale.

Very few *Quality* mediums  
have great *Quantity* sales but  
are none the less valuable for  
High-Class Advertising in their  
special fields.

But "PUNCH" has *All*  
*Three* attributes to an extent  
granted to no other British  
medium of its class:

**Quality, Quantity and Character**  
which happy combination of  
values accounts for the fact that  
its pages are always full of the  
most desirable advertising.

**ROY F. SOMERVILLE**  
Advertisement Manager "PUNCH"  
10 Bowes Street, London  
E.C. 4, Eng.

June 23, 1921

**Oakland, California**  
**The Fastest Growing Manufacturing City on the Pacific Coast**

¶ Thirty-two industries, many of National importance, have located here during the first five months of 1921. At this rate the record of 1920, when 65 new industries selected this city for their home, will be eclipsed.

¶ \$10,000,000 improvements in the retail section of the city are also under way.

¶ Oakland and the East Bay are today writing one of the greatest chapters in their history of development.

**The TRIBUNE renders excellent merchandising co-operation available for an actual or prospective advertiser.**

## To Some Editor, Advertising or Business Manager with Ambition to Become a Publisher

Here is an unusual publishing opportunity. A thoroughly established popular magazine with a class flavor, with 100,000 circulation, with representative advertising, can be secured on attractive terms at a bargain, on account of the owner's other and larger interests; should be a good buy at \$100,000. Are you interested?

Address "XYZ," Box 30,  
care of Printers' Ink.

If you were merely a copy-mill, if your whole effort was to see how much you could create which would "get by" whatever blue-pencil judges your work, or if you yourself rejected no piece of your work as unworthy of your ability, then you have postponed the day when advertising men shall win their full measure of respect. Furthermore, to my way of thinking, you have betrayed that you have not the slightest spark of the true advertising fire in your mind or blood. You and advertising will both be better off the day that you seek more fitting employment. You are the kind that is placing the stigma on advertising.

If, on the contrary, you permitted no single job to go from your hands without some of an artist's loving care, without some of the architect's pride in maintained excellence, without some of a teacher's satisfaction in a worthy task and without sincere content in the creation of something truly an example of your whole ability, you have hastened the heyday when business men will give the creators of advertising the standing which their calling merits.

## Accounts Placed with Albee Agency

The Albee Corporation, a new advertising agency, with offices at Detroit, Chicago and Milwaukee, as reported in PRINTERS' INK of June 9, will handle the advertising accounts of the following companies: Sheridan Motor Car Company, Oakland Motor Car Company, Hydro-United Tire Co., Heppes Division of the Richardson Co., Associated Tile Manufacturers, 4-One Box Makers' Association, Lincoln, Nebraska, Chamber of Commerce, International Tag Co., Canedy-Otto Co., Mechanical Production Co., American Grinder Co., Diamond T. Motor Car Co., Aspinwall-Drew Co., Meigs-Powell Co., Delaware Soap Co., Illinois Starter & Magneto Co., Russell Electric Co., etc.

W. F. Holliday, for the past five years a member of the advertising department of the Burroughs Adding Machine Company, has joined this new agency as one of the principals of the plan and copy department.

Harold I. Cross, for five years representative in Philadelphia and the South for the Crowell Publishing Co., is now Eastern representative, at New York, of the N. Simon Cheese Co., of Appleton, Wis.

1921

June 23, 1921

PRINTERS' INK

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## ERWIN, WASEY & COMPANY *Advertising*

NEW YORK

CHICAGO

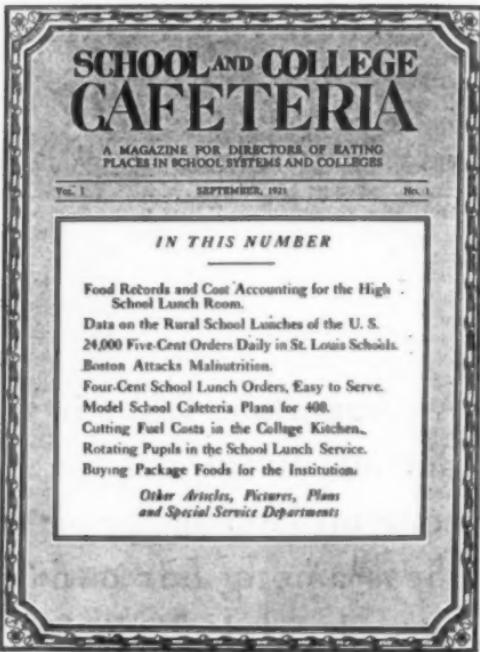
LONDON

An important factor in  
our effectiveness is the  
constant interchange of  
ideas among our own  
men, who work on a basis  
of mutual helpfulness

## Petitioned For By 4000 Buyers In Advance of Publication

Every one a buyer of kitchen appliances, cafeteria and restaurant equipment, and food products, for school systems, colleges and institutions.

**THE FIRST AND ONLY DIRECT ROUTE  
TO THIS CLASS OF BUYERS IS—**



Cities, large and small, are installing modern eating places for high school and grade school pupils. Rural schools are serving hundreds of thousands of children daily with inexpensive, but complete and well-cooked lunches. Colleges recognize the importance of insuring wholesome and well-balanced meals for their students and faculties. Until now, there has practically been no literature on this subject.

School and College Cafeteria is devoted exclusively to the efficient management of school and college eating places. It treats on the highly important question of malnutrition, which is engaging the attention of educators everywhere. It is a publication with a mission.

**SEND FOR COMPLETE INFORMATION TODAY**

**SCHOOL AND COLLEGE  
CAFETERIA**

**LYNE S. METCALFE, Publisher, Five North La Salle St., Chicago, Ill.**

(Publisher of **PLANT-RESTAURANT MANAGEMENT**, A Monthly Magazine Devoted to Efficiency in the Operation of Employee Eating Places in Factories, Mills, Banks and Public Utility Corporations.)

## Exposing the Selling Organization to More Business

*(Continued from page 10)*

can sell your present volume to half your present trade. Don't say you do because I know you don't. But I believe it and believe it so hard that I am willing to guarantee to each of you an earning equal to last year's."

Another sales director who shortly expects to face the split territory problem is using in an experimental way two salesmen representative of the average of his sales force. As accurately as possible he is establishing certain controlling sales facts. Which is the most profitable procedure—to call on dealers once a month—every three weeks—or every two weeks? In each case how many customers make a territory? He is working out answers to these and similar questions.

When the time actually comes to split up territories, this operator can present facts—not theories—as necessary reasons for the change. To a nicely he is learning "How many salesmen make a sales force."

Faced by the necessity for a selling readjustment, an under-wear house finds that two distinct kinds of salesmen make for selling improvement. It is adding several men who will specialize on the smaller towns. And they are quite a different type from those who are handling the big city department stores.

Two sparsely-settled Western States are being dropped from the traveled territory of one manufacturer. Railroad jumps are so long and customers so few that a salesman cannot pay his way. An effort will be made to hold, by mail methods, the trade already gained.

Each year millions of dollars' worth of a well-known food product are sold without the help of a single salesman. Not even brokers are employed. Wholesale grocers automatically order. Often they get together and make up

You can sell anything through

### DRY GOODS

The monthly magazine of the Dry Goods trade

from pins to automobile trucks, carried or used by department, dry goods, specialty and general stores.

Rates furnished upon application to publication office or to your general advertising agency.

### DRY GOODS

Est. 1899

*Formerly "DRY GOODS and Apparel"*

Second oldest publication in its field.

137-139 E. 25th St., New York

Tel. Madison Square 1241-2

A cooperative marketing association, selling collectively the dairy products produced by 95,000 dairy-men all within New York territory, is building an advertising department.

The problem is to increase the per capita consumption of all dairy products.

Men having a thorough knowledge of all media, experienced in organizing campaigns and in merchandising a food product are needed.

The opportunities will be further discussed with only the men who first communicate with us in writing.

Address Advertising Manager,  
Dairymen's League Cooperative  
Association, Inc., Utica, N. Y.

## A Fighting Sales Manager

A seasoned, mature young man—clear thinking, analytical, sound—is available for a sales management position with a manufacturer who is willing to reward *producers*.

This man knows the theory of salesmanship, but he also has had for several years the practical side.

He has led men and held them because he has never asked them to do sales work that he was not willing and able to do himself.

He knows business from every angle—has been trained in some of the best-known organizations in America.

If you are not satisfied with your selling results, you would do well to get in touch with this man. Will be glad to furnish full details and to arrange an appointment.

**HOYT'S SERVICE, Inc.**  
1068 Hanna Building  
Cleveland, Ohio

## \$50 for a NAME

Maker of a packaged granulated vegetable product intended for mixture with ground coffee to improve its cup flavor—making the coffee richer, more mellow and giving it more body—will pay \$50 for the best short coined registrable name submitted by July 31. In the event of two or more persons submitting the name selected as the best, each will receive the full amount of the prize offered. A generic name such as Kodak is desired.

Address T. A., Box 41, care of Printers' Ink.

pool cars. A soap maker does an enormous business with one salesman. And he is more a hand-shaker than a salesman. A line of toilet articles sold in 98 per cent of the drug stores of the country is marketed by a force totaling five.

Each of the above-mentioned articles is low in price. For years each has been heavily advertised. Each is sold through jobbers. Each has a simple selling story.

These and other similar experiences tend to show that in some cases advertising permits of great reductions in the sales force. Almost it would seem that the number of salesmen necessary is often in approximately inverse ratio to the number of advertising dollars spent.

But just as frequently the reverse is true.

An advertiser with a highly technical story sells direct to his trade. His sales story is involved. His sales service is involved. He finds that apparently he has never had enough salesmen. For each time he increases the force the addition shows a profit. He feels that an increase in advertising effort must walk hand-in-hand with increased sales effort. For the nature of his business is such that advertising cannot of itself sustain or produce business.

Other like experiences there are aplenty.

How many salesmen make your sales force may be bound up with the question—"How many dollars make your advertising appropriation?" Both studies are finding important places in the curriculum of progressive advertising and sales managers. They suggest a closer linking of advertising and sales thought.

### WHAT IS POSSIBLE AND WHAT IS IMPOSSIBLE?

In the last few years a special sales counselor has worked with over 100 selling organizations. He reports that constantly the impossible is being demanded of salesmen.

A plumbing supply house handed a salesman the State of Pennsyl-

The Blue  
of national  
The Harr,

The Amer  
Yucata  
The Anh  
Budwe  
Arbuckle  
Yuban  
The Blo  
Mail Pa  
The Blue  
Blue V  
Californi  
Sunkis  
The Cap  
Purity  
The Clev  
Coca C  
The Falli  
Falls T  
The Gen  
Genera  
The Gen  
Genera  
The B. R.  
Clothes  
The Hood  
Hood T

PA

Represen

June 23, 1921

## PRINTERS' INK

147



*The Blue Valley Creamery Company is one of a large and growing group of national advertisers who find it profitable to advertise in Ohio through The Harry H. Packer Company. Among this group are the following:*

- The American Chicle Co.
- Yucatan and Black Jack Chewing Gum
- The Anheuser-Busch Sales Corp.
- Budweiser
- Arbuckle Brothers
- Yuban Coffee
- The Bloch Bros. Tobacco Co.
- Mail Pouch Chewing Tobacco
- The Blue Valley Creamery Co.
- Blue Valley Butter
- California Fruit Growers' Exchange
- Sunkist Oranges
- The Capital City Products Co.
- Purity Margarine
- The Cleveland Coca-Cola Bott. Co.
- Coca Cola in sterilized bottles
- The Falls Rubber Company
- Falls Tires and Evergreen Tubes
- The General Baking Company
- General Bread
- The General Tire & Rubber Co.
- General Tires
- The B. R. Baker Co.
- Clothes for Men
- The Hood Rubber Products Co., Inc.
- Hood Tires
- The Kelly-Springfield Tire Co.
- Kelly-Springfield Tires
- The Larabee Flour Mills Corp.
- Larabee Flour
- The McGraw Tire & Rubber Co.
- McGraw Tires
- The National Biscuit Company
- National Crackers and Bread
- The R. J. Reynolds Tobacco Co.
- Camel Cigarettes, Prince Albert and Brown's Mule Chewing Tobacco
- The Southwestern Milling Co.
- Aristos Flour
- The Stewart Motor Corporation
- Stewart Trucks
- The Telling-Belle Vernon Co.
- Telling's Ice Cream and Belle Vernon Dairy Products
- The Tidewater Oil Sales Corp.
- Veedol Motor Oil
- The U. S. Tire Company
- United States Tires
- The Ward Baking Company
- Ward's Bread
- The Wm. Wrigley Jr. Company
- Spearmint, Doublemint, and Juicy Fruit Chewing Gum

## PACKER OF CLEVELAND

**Representing**

Poster Advertising Company, New York and Chicago  
 Ivan B. Nordhem Co., New York and Pittsburgh  
 George Enos Throop, Chicago and St. Louis  
 O. J. Gude Co., New York and Chicago  
 Poster Advertising Association, United States and Canada

# To Get the Dealers

The General Manager of one of the largest and most successful soap concerns in America, in an interview with Printers' Ink, when asked if he had any difficulties in respect to dealer cooperation, said:—

**"No, we use the best argument that can possibly be used with the dealer—we advertise LOCALLY and sell the goods for him."**

## NEW ENGLAND'S HOME DAILIES

have great power in the moving of merchandising of all descriptions. They are papers of character, possessing in a great degree the esteem and confidence of their readers.

These local dailies every day prove their worth to the local merchants as is instanced by the great volume of local advertising.

These papers can do much for you in marketing your product whether a food product, a household necessity, wearing apparel, or a luxury.

Here follow fifteen of New England's most dependable Home Dailies:

**BRIDGEPORT, CT.** POST-TELEGRAM  
Daily Circulation 46,730 P. O.  
Population 150,000, with suburbs 220,000

**NEW HAVEN, CT., REGISTER**  
Daily and Sunday Cir. 28,334 P. O.  
Population 150,000, with suburbs 175,000

**NEW LONDON, CT., DAY (Evening)**  
Daily Cir. over 10,640 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

**WATERBURY, CT., REPUBLICAN**  
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.  
Population 91,410, with suburbs 100,000

**PORTLAND, ME., EXPRESS**  
Daily Circulation 24,300; Member A.B.C.  
Population 69,169, with suburbs 75,000

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,552 A. B. C.  
Population 22,779, with suburbs 40,000

**MANCHESTER, N. H. UNION and LEADER**  
Daily Circulation 25,375 A. B. C.  
Population 75,063, with suburbs 150,000

**FITCHBURG, MASS., SENTINEL**  
Net Paid Circulation now 10,000  
Population 41,013, with suburbs 150,000

**LOWELL, MASS. COURIER-CITIZEN**  
Daily Circulation 17,352 P. O.  
Population 112,759, with suburbs 150,000

**LYNN, MASS., ITEM**  
Daily Cir. 15,504 A. B. C.—2c copy  
Population 99,148, with suburbs 125,000

**SALEM, MASS., NEWS**  
Daily Circulation 18,811 P. O.  
Population 43,697, with suburbs 150,000

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 53,821 A. B. C.  
Population 129,563, with suburbs 250,000

**TAUNTON, MASS. DAILY GAZETTE**  
Daily Circulation 7,909 A. B. C.  
Population 38,000, with suburbs 53,000

**WORCESTER, MASS. TELEGRAM GAZETTE**  
Daily Circulation 75,158  
Population 190,000, with suburbs 350,000

**PAWTUCKET, R. I., TIMES**  
Net Paid Circulation 23,824 A. B. C.  
Serves territory of 130,000

**EACH OF THE NEWSPAPERS here named is a power in its home community.**

vania and said, in effect, "Cover the plumbers of Pennsylvania." He couldn't! There are 3,022 plumbers in Pennsylvania. A preserve maker commissioned one salesman to sell the grocers of Iowa. He couldn't! There are 5,672 grocers in Iowa. A sporting goods house expects one salesman properly to represent them with 1,385 hardware merchants in California. He can't! This friend of ours asserts that he can count on the fingers of one hand those of his clients who have had adequate sales representation. In every other case executives were low in their estimate of "How many salesmen make a sales force."

But after all what a natural condition this is! The consumptive power of the United States does defy imagination. Maps deceive as to our geographic extent. But perhaps it will help to remember that there are in the forty-eight States, according to latest reports:

392,812 grocers.  
2,987 wholesale grocers.  
48,422 druggists.  
676 wholesale druggists.  
45,568 hardware merchants.  
35,207 dry goods merchants.  
54,700 boot and shoe dealers.  
46,293 clothiers.  
27,048 jewelers.  
22,784 men's clothing stores.  
37,563 furniture dealers.  
55,819 meat markets.  
147,984 general stores.  
7,564 electricians.  
14,391 building contractors.

Of course many in every line are poorly rated. Nobody attempts to cover every outlet in his field.

But take a bird's eye look at your field. Unless you are the exception to the rule you will be surprised at the small proportion of it you are covering.

How many salesmen make a sales force?

Only one in possession of all the facts of a business can hope to answer. And probably he will never hope to arrive at more than an approximately correct solution.

This article does not propose to answer so ambitious a question. It aims only to provoke thought. Has it?

## The center of Maine's activities

In trade, in finance, in social affairs  
and in merchandising

### Portland

Maine's largest city, is the "central."

More than One Hundred jobbers and wholesale distributors are located here.

Due to Maine's great Sumner Resort population, PORTLAND is an "all-year-round" retail merchandising point.

## EVENING EXPRESS

Portland's Big Newspaper  
Maine's Largest Circulation!

*The Julius Mathews Special Agency*  
Boston—New York—Detroit—Chicago



### On the Job— with every promise!

GOOD ENGRAVING  
plus  
QUICK SERVICE

"The right time, the right place and the right engraving" is the motto over our doorway.

There's always a *bench full* of boys at the *Globe* ready to call for or deliver your work.

*Page size proof of this Ben Day border will be found handy for reference. Yours on request.*

Circle 8773-8774

Photo-Engraving Co.  
148 West 52nd St.  
New York

**Globe**

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY.  
President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122  
S. Michigan Blvd., Kirk TAYLOR, Manager.  
Atlanta Office: 1004 Candler Building,  
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,  
W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
A. J. DENNE, Manager.

London Office: 233 High Holborn,  
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,  
JEAN H. FULGHARS, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.70.  
Classified 55 cents a line. minimum order \$2.75.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

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Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, JUNE 23, 1921

## Gigantic Industries Which Are Unknown

There is any number of flourishing industries in this country about which the public knows nothing. It may be extensively using the products of these industries and at the same time not be particularly conscious of the fact.

Eventually some company in one of these industries may begin to advertise to the consumer. Usually other houses follow suit. Soon the industry is heavily advertised. The consumer becomes interested in the product, begins to buy it more intelligently, finds new ways of using it, and as a result the industry takes a big step forward.

The valve business is a case in kind. Both the Hoffman Specialty Company and Jenkins Brothers

have for some time been numbered among our most forceful advertisers. These manufacturers are making people realize that valves are important items in the proper functioning of heating and water supply systems. Many persons are discovering that poor valves have been the cause of their heating and plumbing troubles. This advertising is giving the business a standing in popular esteem that it never possessed before.

Who would say that it isn't wise for an industry to establish itself in public consciousness in this way? Unfortunately, however, many a business when it begins to talk to the consumer about its products, forgets all about the trade. When an old article is advertised to the ultimate buyer for the first time, the dealer or the contractor is likely to think that his province is being invaded. He is inclined to pooh-pooh the advertising, with the feeling that "I've always sold that thing satisfactorily. Why take it out of my hands now? Haven't I made good or do they think I am dishonest?"

As a result, instead of getting the co-operation of the distributor at the outset of the campaign when it is most needed, his antagonism is inspired. If the dealer were advertised to also, how easy it would be to enlist his aid in putting the new idea across!

The dealers' mediums are often omitted in these new campaigns because the feeling seems to exist that the various classes of advertising mediums are inherently competitive. This is not true. One kind of medium supplements the other. Certainly dealer mediums and consumer mediums should not clash. Both are necessary in the well rounded out campaign. Many a consumer drive has failed for no other reason than that the trade was not behind it.

## Parking Competitive Advertisers Together

Did you know that a number of business men are averse to advertising in mediums which their competitors use? This is an objection which space salesmen frequently en-

June

countative. These several same will b of an min

Of mostly As so exper easies where sought near t pert lines.

Wh locate Mainly friend among tone o comp group There princ buyers Twenty dozen do th So as tailer New yarn s of riv keen, No sto comple many might establis There scatter work that Why New cap? tors a draw If he in the make people

Whe trades makes causes compet houses

counter, particularly the representatives of the business press. These advertisers imagine that if several companies run copy in the same publications, the competition will be so strong that the value of any one advertisement will be minimized.

Of course this objection comes mostly from the advertising tyro. As soon as an advertiser gains experience, he quickly learns that the easiest place to get business is where it is the most extensively sought. The best place to fish is near the spot where the most expert fishermen are casting their lines.

Why is it that doctors like to locate in the same building? Mainly because it denotes a friendly and co-operative spirit among doctors which elevates the tone of the profession. Why are competitive wholesale houses grouped together in most cities? There are several reasons, but principally for the convenience of buyers. In New York around Twenty-eighth street, there are dozens of wholesale florists. Why do they hug their competitors? So as to make it easy for the retailer to buy. On Sixth avenue, in New York, you will find several yarn stores in a row. The spirit of rivalry among them must be keen, and yet one helps the other. No store of this kind can render a complete service. There are so many colors and kinds that a buyer might have to visit two or three establishments to make a selection. Therefore if these stores were scattered all over town, it would work such a hardship on buyers that the industry might suffer. Why is Wanamaker's location in New York regarded as a handicap? Simply because his competitors are not nearby. He has to draw all his trade to his location. If he had several rival institutions in the neighborhood, they would make it easier for him to pull people down there.

Wherever you go, you will find trades grouped together. This makes it easier to get labor. It causes less silly suspicion among competitors. The number of houses massed in a group, im-

presses the importance of the industry on the public. And most important of all, a number of rivals working toward a common purpose is a tremendous influence in developing a market.

That also explains why these same competitors should advertise together, not necessarily co-operatively but in unison. Advertising, especially business paper advertising, has a catalogue value. Readers, or buyers if you prefer, wish to keep posted. They want to follow the rival claims of those in the same line of business. They wish to compare the various propositions which are being made and to select those that seem best suited to their own particular needs. And above all, if we may be permitted to switch this editorial from the third to the second person, you should advertise in the same publication with your competitor so that you can reach his prospects with your message at the same time he reaches them with his message.

**"Call the Manager"** There is a certain big chain store system

which has a service rule worth thinking about. When one of the clerks cannot satisfy the customer, he is required to call the manager. The rule says "Calling the manager when you cannot satisfy the customer is a courtesy and an act of consideration which the customer will always appreciate." We might well add "So will the manufacturer."

Calling the manager often saves a sale in the chain store. The effect, whether the sale is lost or saved, is always the same—the customer is impressed with the retailer's desire to be of service. In a message to the sales people of this chain of stores the sales manager says, "We are always preaching the doctrine that no transaction is satisfactory to us that is not satisfactory to the customer; and no transaction can be satisfactory to the customer if he has to go out without what he came in for—unless you have convinced him that you have done everything you possibly can to please him.

When you call the manager you have gone a long way on the road to convincing him that you really want to please him."

"Does this small size can of Jap-a-fac come in any other colors besides the two you have here?" "Could I buy this kitchen cabinet in the natural wood finish and paint it myself to go with the rest of the kitchen?" "How much do extra parts for this vacuum cleaner cost?" "Could you get me this size grass rug, in that color?" These are a few questions about advertised products we heard recently while in a department store. In each case they were answered in a way that lost a sale, both for the store and the manufacturers, and a satisfied customer for both of them.

The manufacturer who doesn't control his own retail outlets can't make "call the manager" a rule when his goods are being sold. If he could act as the manager many a customer would be happier and the true circle of advertising could be finished to the satisfaction of everybody. But couldn't the manufacturer supply an "automatic manager" with his goods?

For example, on articles which cost a considerable amount of money, such as kitchen cabinets, ice boxes, vacuum cleaners and the like, the manufacturer might attach an automatic "manager" to his product. A real sales talk in an attractively-prepared envelope might well be tied to a conspicuous part of certain products by the manufacturers. This would be more than the ordinary booklet sent to inquirers by the manufacturer when a prospective customer answers an advertisement.

It might contain ten to twenty questions and answers, all based upon interviews with prospective buyers in retail stores, with people who have suggested new uses for the product, etc.

What the manufacturer is willing to do, through the retailer of course, to make his product fit the particular needs of the individual buyer could easily be included with advantage. This automatic "manager," representing the manufacturer at the actual point of sale in

the retail store, might be made of great assistance to the customer, the retail clerk and the manufacturer. "Calling the Manager" would then mean, in the case of certain products, merely taking a booklet out of an envelope attached to the article itself.

**Advertising the Obscure Product** Do you know what a spatula is? Perhaps you are familiar with the instrument by this name used by masons, painters and chemists. But there is also a household spatula, a device with a pliable blade, which is used for removing cakes and pies from pans and for several other purposes. Only a small percentage of housewives appreciate the convenience of the spatula.

And the spatula is only one of scores of handy kitchen articles that are not merchandised as well as they deserve. Go to the house-furnishing department of any store and you will find dozens of little devices whose sales are not a fraction of their possibilities. The trouble is that these things are advertised but little.

These products seem to be hard to advertise. Retailers do not care to give them a part of their precious advertising space, because they believe that sales would not justify the investment. As a rule the manufacturers who make them turn out an enormous line of similar articles. Frequently these lines are difficult to feature adequately, and furthermore those who produce them are not advertisers anyway. Consequently in too many instances these families of meritorious products have to get along without any advertising at all.

Probably as good a method as any of handling this situation is the way Landers, Frary & Clark occasionally advertise their numerous progeny. You will recall that they often run copy, somewhat after the fashion of a Harrison Cady cartoon, illustrating dozens of their products. In this way the public is given an advertising chance to look over the manufacturers' varied line at a glance.

June 23, 1921

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## THE MAKER'S PRIDE



WHEN a business has been handed down from father to son for over a hundred years it acquires a pride in its product which outweighs any consideration of immediate financial profit. The name "Crane" has always been a synonym for good paper, whatever the purpose of that paper—whether to insure the endurance of a government bond or to give distinction to a letter.

The water-mark "Crane" is evidence of the maker's pride in each sheet that bears it.

*100% selected new rag stock*

*120 years' experience*

*Bank notes of 22 countries*

*Paper money of 438,000,000 people*

*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS

June 23, 1921

## SALES PROMOTION MAN WANTED

TO ASSIST IN SALES DEVELOPMENT WORK ON A LONG-ESTABLISHED, NATIONALLY KNOWN BUSINESS PAPER. SALES ABILITY AND CHARACTER MORE ESSENTIAL THAN PUBLISHING EXPERIENCE. SHOW YOUR QUALIFICATIONS AS A SALES CORRESPONDENT BY A LETTER GIVING AGE, SALARY DESIRED, ETC.

ADDRESS "H. P." BOX 32,  
PRINTERS' INK

## BELGIUM

offers the soundest Market on the Old Continent.—It is small in size, but great in commercial possibilities.

The reading of the 1921  
**BELGIAN PRESS DIRECTORY**  
containing the following sections:

Survey of the Belgian press;  
All other means of advertising;  
Comprehensive list of Belgian publications, with full details as to character, size, rates, etc.;  
Complete list of Anglo-British imports and exports.

*Will give you unique data with regard to Belgium and its advertising media.*

Write  
for Copy  
Now

**GORDON & GOTCH  
Limited**  
15 St. Bride Street.  
London(EC4)ENGLAND

25c  
the  
Copy

## Direct Mail to Increase Railroad Patronage

G. L. Robinson, general passenger agent of the New York, Ontario & Western Railway Co., is addressing the management of business concerns in New York City to obtain vacation patrons for the railroad.

"The good health of your employees is the greatest factor for efficiency in their work," the letter says.

"Living in close proximity to the ocean, a change from the heavy salt air to the light, invigorating breezes of the mountains, during vacation time, is recommended by authorities on health. Renewed vigor and restored energy is the result of this beneficial change."

A book of information regarding summer resorts located on the railroad is also sent and the companies addressed are asked to call the attention of their employees to the benefits they may derive from a vacation spent in the localities mentioned therein.

## Indianapolis Agency Adds Two Accounts

The Indianapolis Mortar & Fuel Company is putting on a pre-season advertising campaign to stimulate coal users into buying coal now. Copy is being placed by the John L. Clough Advertising Agency. This agency also is placing copy in Indiana newspapers in behalf of Mint-Se-Kule, a soft drink manufactured by the Mint - Se - Kule Syrup Company, of Indianapolis.

## Briant Sando Heads Indianapolis Club

The Indianapolis Advertising Club has elected new officers as follows: President, Briant Sando, advertising manager of the Hibben-Hollweg Co.; vice-president, Frank Chance, advertising counselor; secretary-treasurer, Tracy Ellis, advertising manager, Indianapolis News; directors, Bert O'Leary and Jesse Hanft.

## John C. Dee with Niagara Lithographing

John C. Dee, formerly of the Hayes Lithographing Company, Chicago, has become Western manager of the Niagara Lithographing Company, with headquarters in that city.

The Woodruff Art Service has been incorporated under the laws of New York State and has changed its name to Woodruff Art Service, Inc. Officers of the company are John LeGay Woodruff, president, and Henry A. Thomsen, secretary-treasurer.

Earl Uhl, formerly with Albert Frank & Co., Chicago advertising agency, is now with the Lettering Service Company in that city.



## Opening Up *on the* British Market

For reaching the British Public quickly and effectively, the publications of the Odhams Press Ltd., are unrivalled.

Practically every popular interest is catered to by one or other of the group and a rigorous censorship is exercised over the advertising.

American advertisers desirous of opening up on the British market are invited to communicate with the Advertisement Manager of Odhams Press Ltd., for information as to present conditions and prospects.

### Principal Publications of ODHAMS PRESS LTD.

#### Weekly

JOHN BULL  
PASSING SHOW  
LONDON MAIL  
PICTURES  
EVERYWOMAN'S

#### Monthly

PICTUREGOER  
PAN  
IDEAL HOME

PHILIP EMANUEL  
*Advertisement Manager*

ODHAMS PRESS LTD.  
Long Acre, London, W. C. 2., England

# The Little Schoolmaster's Classroom

A N unusual advertisement in last Sunday's New York newspapers caught the eye of the Schoolmaster, and it pleased him. Not often in the great, great city, with its welter of competition



WELCOMING A NEW NEIGHBOR ON  
FIFTH AVENUE

among its big stores, does one come across any sort of evidence that these enormous concerns can be nice to one another. The proof of the existence of this too rare feeling of friendship and helpfulness was a five-column advertisement published by Lord & Taylor to welcome Ovington's as a neighbor. Ovington's, "The Gift Shop," have just followed the Fifth Ave-

nue custom and have moved up. They opened on Monday next door to Lord & Taylor's. It must have made them feel pretty good to see their big neighbor devoting five columns of its advertising space to bid them Godspeed — it made the Schoolmaster feel good to discover that New Yorkers could act like that.

It is a curious fact that in New York, where such a condition could, it would seem, be so useful, there is very little of that spirit of get-togetherness which is so often seen in small towns. There is scarcely an association through which the retailers might assist one another with the many problems that are continually arising in the retail business. As a matter of fact, the tendency has been to hold aloof —this has been so strong that in many stores no department is permitted to know what the other departments in the store are doing, each department having to row its own little canoe without obtaining from, or giving to, the others any co-operation.

The need of sympathetic co-operation among the Fifth Avenue stores, at any rate, was forcibly felt recently, when a scare arose among them that a moving-picture house was likely to be planted in their midst. It was that scare which caused the stores to agree that all would lower their window shades at night so as not to attract night crowds to the Avenue. A movie man had been counting those night crowds! The fine spirit shown by Lord & Taylor is therefore not only pleasing but a step in the right direction. In itself the Lord & Taylor advertisement was a very interesting bit of copy. It told something of the long history of these two old firms and of the history of the district in which their

## *Women's Products*

We have earned a reputation for success in the advertising of products used or bought by women. In volume of space used thus far in 1921 in the leading woman's magazine, we rank among the first fifteen advertising agencies in the United States.

*Write for "Points on Merchandising Advertised Products Through Department Stores" and "How to Judge an Advertising Agency."*

J.H. **CROSS** co.  
General Advertising Agents  
214 South Twelfth Street - Philadelphia, Pa.

Members  
American Association  
of Advertising Agencies

Members  
National Outdoor Advtg. Bureau  
Audit Bureau of Circulations

---

## Sales Engineer

A rather exceptional opportunity is offered aggressive Sales Engineer to connect with organization which is the unquestioned leader in its field, with unusually encouraging business prospects ahead of it.

This organization has been steadily forging ahead, is well regarded and commands a splendid clientele. New opportunities are offered which take most of the time of its chief executive.

Duties will be to call on new clients and follow up others which have been developed to the point of closing. The corporation is capitalized at \$10,000 Common Stock and \$50,000 Preferred Stock, the latter bearing 8% dividend and additional 6% participating dividend.

Party must become identified to the extent of investing \$15,000 in the Preferred Stock, which may be retired within five years at \$110.00. Salary and bonus, also Third Vice-Presidency.

**WANTED:** A virile, tenacious Sales Engineer with good personality. Full particulars about yourself will be treated confidentially. We are inclined to think the right man will find a future here, which is not only pleasing, but full of almost unlimited opportunities. Address "A. H." Box 34, P. I.

## PRINTING SALESMAN (NEW YORK CITY)

WE WANT a man who has outgrown his present position, and who, with the co-operation of an up-to-date printing organization and complete plant, can multiply his sales. The man we are after is now employed and selling advertising literature to an exacting clientele.

OUR POLICY is to work in complete harmony with customers, turning out work when and how wanted. This is an unusual opportunity for the right man to make the right connection.

Address "F. J." Box 35, care of Printers' Ink.

stores are now located—mighty interesting stories, both of them. The Schoolmaster ventures to congratulate both these houses and to hope that more of this good friendly spirit will be seen.

\* \* \*

There is always something new under the sun in advertising, and the Schoolmaster is indeed proud of his profession when he takes toll of this fact, as the years roll on.

Up in his neighborhood there are many very fine small, community and back-yard gardens. On the way from the train to his home there are eight fine gardens—gardens that make every passer-by stop and look. And somewhere on each plot is a printed sign.

These signs read:

"Seed for this garden was purchased of J. Berry Bros. The seed used was So-and-so Bros." naming a well-known concern specializing in home garden seed.

It would be almost impossible to calculate the good that must come from this form of advertising, both to the concern distributing the seed and the local dealer. For there was the proof of quality—a wonderful garden, in full bloom, with everything coming along fine. And it was the idea of a little local merchant who distributed the seed.

\* \* \*

A member of the Class sends in evidence of the fact that the "Dictated - but - not - read" letter writer is again active in certain

### A Real Opportunity for an Advertising Man Experienced in Drug Field

A successful, established organization in the drug field has an unusual opportunity for a man whose previous experience should include the following: Selling pharmaceuticals, toilet articles and specialties to the druggist by mail; preparation of medical and drug trade journal copy; editing of retail and salesmen house organs.

When you answer this advertisement give age, nationality, salary desired, experience in detail and, if possible, send a photograph. References will be requested at time of interview. Address C. L., Box 38, care of Printers' Ink.

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ask for proofs  
Charles E. Brown

# I Believe

that when the men and women of America who are actively engaged in the practice of advertising see my new ADVERTISING HANDBOOK, which will be issued this month by McGraw-Hill Book Co., 370 Seventh Ave., New York (Address all inquiries there), they will feel that I have rendered a real service to the cause of better marketing.

This is the first volume on advertising written and published in the style of the engineering handbooks: 735 pages, freely illustrated, color exhibits, charts, useful statistics, special chapters on research work, psychology, copy, catalog preparation, follow-ups, law, house-organ editing, etc.—a compact advertising course and reference work in one volume. Sold on approval at \$5.

I thank the scores of successful advertisers and publishers who were so free with the valuable information and exhibits I asked for.

College Hill, Easton, Pa.

*S. Roland Hall*

## RAPID ELECTROTYPE CO. OF CANADA LIMITED

*CHARLES J. HIRT, Managing Director*

### Electrotypes, Stereotypes and Matrices

*Save Duty, Time and Expense*

Head Office: 185 RICHMOND ST. WEST, TORONTO, ONT.

PLANTS AT

MONTREAL

TORONTO

LONDON

WINDSOR



### Howell Cuts

for housecarriers,  
direct mail and  
advertising  
Charles E. Howell • 307 Fifth Ave. • New York

### R THE RICHEY DATA SERVICE

June Bulletin—sent you without cost—tells you now you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.

THE RICHEY DATA SERVICE  
403 Meridian Life Building, Indianapolis, U.S.A.

## \$25.00 For a Name

suitable for popular-priced line ladies' muslin, silk and flannel underwear. Full size garments of good materials, well made.

Name is to cover whole line and must be distinctive and pleasant in suggestion. \$25.00 for the one accepted. If the winning title is submitted by more than one person, each shall receive the full award. Contest closes July 15, 1921. S. A., Box 38, P. I.

**before** manufacturing is the time to get the woman's viewpoint

### I AM A WOMAN *My home is my workshop*

Madeleine Kelly Purcell *Advertising*  
348 West 118th St. New York  
counselor to manufacturers and merchants



### CAPITAL TRADE MARK and COPYRIGHT BUREAU

REPRESENTATION ALL OVER THE WORLD  
WASHINGTON, D.C. - WARDER BLDG.

#### PROTECTS

your trade-marks and labels by registration and copyright in the U. S. or abroad. A highly trained corps of specialists. Send for Bulletin.

#### FOREIGN PATENTS

Reputation Your Greatest Asset. See Booklet.

## ASK The Search - Light

Anything You Want To Know

—FOUNDED IN 1895—

For business expansion—reliable information. For educational publicity—export presentation. Our staff of practical business resources, economists, statisticians, historians can serve you either way. Information library comprising millions of classified reports, records, articles, clippings, pictures—all subjects. Methods tested by 25 years' experience. Industrial Histories.

#### EGBERT GILLISS HANDY

Founder-President and Executive Chairman,  
Francis Trevelyan Miller, LL. B., Litt. D.  
450 Fourth Avenue, New York. Editor-in-Chief

## PRINTCRAFT PRESS

Master-printing is no longer purely mechanical excellence. Solid advertising and business experience have been backed on.

A ring brings a principal,  
with no obligation

213 W. 40th St., New York  
Near Times Square Bryant 131

## Temporarily Available

for

General publicity, copy writing or cataloging along technical, financial or automobile lines.

A competent copy and publicity man of engineering, sales and advertising experience.

"D. N." Box 39, care  
Printers' Ink.

parts of the country. Our member transmits a copy of the correspondence recently had with an inquirer in regard to this subject. The latter wrote:

"Is my annoyance over this phrase without reason? Am I wrong in expecting that when the secretary of a great corporation, or a professor in a famous educational institution, or the editor of a popular magazine, writes what purports to be personal letters, he should read and sign his own communications? I have had several letters from several such people within the month, each one bearing the offensive words."

The reply carried this comment: "The practice you so much dislike is a piece of imitative thoughtlessness and not deliberate bad manners. It is due to the business fiction of our time that a business man must necessarily always be in a hurry, or he is not efficient."

In the opinion of the Schoolmaster, this accurately sizes up a delusion which was widespread a few years ago, but which is not so prominent now—this delusion being the belief that a business man must always be in a tremendous bustle in order to impress upon observers the conviction that he is a person immersed in affairs involving vast millions and that he cannot be expected to spare the time for the ordinary courtesies of life.

## If You Are Not Earning at Least \$5,000 a Year Now

—you must, in justice to yourself, answer this advertisement. But you must be potentially at least a \$5,000, hard-hitting, go-getting advertising man who can sell real outdoor advertising to big advertisers in a big way. If you're that the possibilities are unlimited. Write me your story from start to finish; it will be given every consideration. Charles S. Fredericks, General Manager, The Brumbaugh System, 1029 W. Van Buren St., Chicago.

June 23

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Nearly every business man is busy, of course; that is where he gets his name—he is a man of busyness. But he can always find the time, except in extreme cases, to transact his affairs properly and in order. If he thinks he cannot, it is because his business is improperly organized—he either doesn't know how to divide up his time or he doesn't know how to distribute his work.

\* \* \*

While we are on this subject of courtesy in business communications, it is worth reminding all concerned that not everybody has the same idea as to what constitutes courtesy. In a recent issue of the *Atlas Revue*, our French contemporary, the American habit of addressing a correspondent as "Dear Mr. So-and-so," whether or not the writer and the addressee have ever met, is commented upon with expressions of astonishment. It is declared that a French business man in receipt of a letter from an American firm was much taken aback to see himself addressed as "Dear Monsieur Blank," notwithstanding the fact that he was not personally acquainted with any member of the firm.

In most countries business is

**American Lumberman**  
Est. 1873. Chicago  
The Largest Paid Circulation in the Lumber Field.  
MEMBER A.B.C.

*Direct-Mail Advertising*

## OSTAGE

POSTAGE is a practical business magazine devoted exclusively to DIRECT-MAIL-ADVERTISING AND SELLING. Tells how to reduce Selling Costs by using DIRECT-MAIL either alone or with Salesmen. Circulars Letters, Circulars, Books, House Magazines, and Catalogs actually used in the selling campaigns of the largest U. S. firms. Sample copy (10—one year (10 copies)) \$5.00.

POSTAGE, 18 East 18th Street, New York.

**GAS COMPANIES**  
are making up for a buying fast by buying fast now.

## THE GAS RECORD

reaches almost every gas company. Largest INDIVIDUAL paid subscriptions. 91% circulation of executives.

Sample copy and market data on request.

20 W. Jackson Boulevard, CHICAGO  
56 W. 45th Street, NEW YORK  
Member A.B.C. and A.B.P.

## THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.  
Agency business solicited.

BEN. P. BRANHAM, Editor  
951-957 Insurance Exch., Chicago

**LAUNDRIES**  
are big users of  
**MOTOR DELIVERY TRUCKS**  
Reach them through the  
**National Laundry Journal**  
120 ANN ST., CHICAGO  
Member of the A. B. C.

Quick action and big money rules the petroleum industry

It's an inviting market you can cover effectively with

## PETROLEUM AGE

(Monthly)

20 W. Jackson Boulevard, CHICAGO  
56 W. 45th Street, NEW YORK

130 S. Fairmount St., PITTSBURGH, PA.  
Write for sample copy, rates and market data  
Applicant for Membership in A. B. C.

### Help when you need it

Direct-Mail Advertising is especially valuable in a boy's market. "The Mailbag" is the best textbook. Its articles are all inspirational in tone. They help you to ward off any attacks of "Old Gus Gloom". He is apt to say his arguments over right now if you aren't foolish against them. "The Mailbag" tells you what to do, how to do it, and advises you TO DO IT. Articles written by men who have tried the ideas out and seen them succeed. Send your subscription NOW.

MAILBAG PUBLISHING CO., 1200 D.W. 9th St., Cleveland

## BUILDING MATERIALS

A MAGAZINE FOR THE DEALER

*The  
MAILBAG  
A JOURNAL OF  
DIRECT-MAIL  
ADVERTISING*  
\$2.00 per year

AT

NEW TELEGRAPH  
BUILDING

REACHED  
10,000  
RETAIL DEALERS  
IN BUILDING SUPPLY

A MAGAZINE OF PUSH, PEPPE & PURPOSE

## "GIBBONS Knows CANADA"

TORONTO

MONTRÉAL

WINNIPEG

June 23, 1921

June 23, 1921

## A CREATOR

of ideas that sell goods. A man who knows copy and display. Who knows art work and engravings—and how to buy them. Who knows typography, printing and printers. A practical man of executive ability and proven worth. Somebody is going to be mighty glad they've got him. Address "Win," Box 37, care of Printers' Ink.

## ARTIST

We desire an ambitious artist, old enough to have mastered technique of his craft; young enough to aspire to build a business future for himself. Moderate salary. Real opportunity. Address "K. M." Box 36, care of Printers' Ink.

## Junior Copy-Writer

Young man, 24, well educated, with broad training in advertising. Agency experience. Excellent layout-typographer. Thorough experience in engraving, printing, paper, etc. Address "E. G.", Box 46, Printers' Ink.

**Cuts for Advertising House Organs Direct Mail Printed Matter**

**"AD-AID ART CUTS"**

2423 Times Square Building - NYC

## Better Printing for Less Money

| Good Printing—Good Service        |            | Booklets or Catalogues at Low Prices |        |
|-----------------------------------|------------|--------------------------------------|--------|
| 1000 Printed Book Lettersets      | ... \$5.50 | 1000 Circulars 4x6 up from           | \$0.00 |
| 1000 Printed Envelopes 20x26      | ... 4.50   | 1000 Circulars 6x9 up from           | 0.00   |
| 1000 Printed Envelopes 4x9        | ... 7.50   | 1000 Circulars 9x12 up from          | 0.00   |
| 1000 Printed Business Cards 25x40 | ... 1.50   | 1000 Circulars 12x18 up from         | 0.00   |
| 1000 Printed Business Cards 25x40 | ... 1.50   | 1000 Circulars 12x18 up from         | 0.00   |
| 1000 Printed Statements 5x6x6     | ... 4.50   | 1000 8-Page Booklets 6x9             | 0.00   |
| 1000 Printed Post Cards 25x25     | ... 6.50   | 1000 8-Page Booklets 6x9             | 0.00   |
| 1000 Printed Shipping Labels 2x1  | ... 4.00   | 1000 8-Page Booklets 9x12            | 0.00   |
| SAMPLES FREE                      |            |                                      |        |

E.L. FANTUS CO., 525 S. Dearborn St. CHICAGO

## Mail Order ADVERTISING

Your Advertisement in  
100 Newspapers, \$10

Total circulation over 2,000,000

As test, we will prepare and insert your 4-line advertisement in 100 busy newspapers, proved insertion, \$10. Write for catalog of special offers. 220 West 43d St., New York, N. Y.

**SCOTT & SCOTT**

conducted on a much more formal basis than in the United States. Over here it is considered rather flattering than otherwise to address a correspondent, even in a first letter, as "Dear Mr. Blank." Since you know his name anyhow, so runs the argument, why not call him by it, instead of using "Dear Sir?"

However, it must be remembered that in other lands, especially those where Latin blood is predominant, there is considerably more punctilio than in our more informal country. Outside our own borders a business transaction is something like a state ceremony and formalities are strictly observed, unless the parties involved are already on a very friendly footing.

In writing letters to foreign business men, it is well, therefore, to keep on the safe side and avoid being considered too familiar.

## Alfred Reeves Heads N. Y. Trade Secretaries

Alfred Reeves, general manager of the National Automobile Chamber of Commerce, has been elected president of the Trade Organization Secretaries of New York, which consists of the executive officers of more than eighty trade organizations.

## Dom J. Lavin with Farkas Brothers

Dom J. Lavin, formerly art director of Charles Daniel Frey, has joined the organization of Farkas Brothers, Inc., Chicago, direct-mail advertising.

## EVENING HERALD

The Largest Daily in the West  
Government Circulation Statement  
April 1, 1921

**143,067**

Grows just like

## LOS ANGELES

The Evening Herald goes into practically every home—covers this field completely. Successful advertisers use it exclusively.

Representatives:

New York: H. W. Meloney, 604 Times Bldg. Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Classified  
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Address Box

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

**First Forms Close Friday Noon; Final Closing Monday Morning**

### HELP WANTED

#### World's Fastest Selling Auto Accessory!

County distributors wanted; write today. G. L. W. Spring Oiler Co., San Diego, Cal.

**CIRCULATION MANAGER** for Western farm paper. Must have had extensive experience and be capable of assuming all the duties of publisher. One able to make some investment preferred. Address Box 811, Printers' Ink.

Advertising solicitor who knows the automobile field, to connect with new monthly magazine. Highest commission paid to good man who can show results. Address Harth Publishing Co., 8556 106th Street, Richmond Hill, N. Y.

**GOOD OPENING** for man who is sold on the value of commercial lithography, black or color, has sold it and can sell it in sufficient amounts to make it worth his while and our own. Pacific Coast organization. Give full particulars. Confidential, Box 827, P. I.

### ADVERTISING ACCOUNT EXECUTIVE

An unusual opportunity for an experienced account executive to join, as an associate, a small family of successful advertising men who have worked together for seven years. Independence with co-operation under the most ideal conditions. No capital required. Only men of the highest business integrity will be considered. Address with full particulars Box 830, Printers' Ink.

### WANTED

#### A "Big Time" Retail Sales and Advertising Manager

This is the advertisement of one of America's big department stores in an Eastern city.

—We can get all the good advertising writers we want. But what we are after is a man who has the experience and the vision to direct the advertising from a merchandise point of view; who can plan; who knows what to do, as well as how to do it.

We are not looking for a man out of a job; we want to tempt a successful man with a record.

Address Box 814, Printers' Ink.

**Technical Ad Man**—Must be thoroughly experienced and have working knowledge of mechanical engineering. Applicant must be willing to locate in the Middle West most of the time. State experience, salary desired, etc. Address Box 825, Printers' Ink.

**Wanted Sales Manager**—A man with broad sales experience and a knowledge of heating systems. Must be of mature judgment, capable of handling large force of salesmen and have a record that rates him as a class A sales manager. Such a man can make a highly desirable connection with a large successful and strongly established manufacturer making a nationally sold and advertised, high quality product. All details of experience, previous connections, etc., will be held in strictest confidence. Address letter to Box 815, care of Printers' Ink.

## Wanted —an Envelope Salesman

We manufacture on an extensive scale open end envelopes for catalogs, also envelope specialties for packing and sampling, selling direct to large users. We have an opening in New York City for a young man of the highest character who has some knowledge of paper and printing—one who through experience in this or a similar line knows how to sell volume buyers.

Attention will be paid only to responses which give complete information, covering briefly details of past experience, present connections, salary and references. The right man will find this an excellent opportunity with a progressive organization. All replies will be held confidential.

**Box 826**  
**Printers' Ink**

June 23, 1921

June 23

**SELL TESTED ADVERTISING PLANS**  
15 Breezy Western Sales Campaigns all proved successful. Banks to Garage Services—30% commission—exclusive territory for sales managers.

T. BEN MELDRUM COMPANY, INC.,  
Salt Lake City, Utah

**ADVERTISING SALESMAN**  
One who can close contracts with leading merchants, and write general copy. A good position with old-established newspaper in lake city of 300,000 population. Write, stating experience, age and salary expected. Box 817, Printers' Ink.

**PRINTERS WANTED**  
The Griffith-Stillings organization is unique in the fact that the executives in control of each department, six in all, have been with the firm over 25 years. Only eight employees severed their connections with the company in the recent labor dispute. There is value in staying on the job in spite of alluring offers as our employees testify. Just now we have splendid openings for two first-class compositors specializing in job and ad composition; and two cylinder pressmen on half-tone and color work. We operate an open shop, 48 hours per week. Our benefit association conducted by the employees adds to the attractiveness of employment here as well as other decided advantages. Men of character and ability will enjoy being a part of this congenial organization. Address Mr. Griffiths, 368 Congress Street, Boston, Mass.

## ADVERTISING SALESMAN

We want a young, high-grade go-getter and business builder, experienced as a successful advertising or engraving salesman.

The right man will first receive special training at our plant, then be given full support and opportunity in the field. Success as a representative will require ability to stimulate action and to make and maintain satisfied customers.

This company is recognized as a leader and its national business is with leaders. This opportunity is only for a leader. Such a man will find unusual interest and satisfaction in the work, with compensation limited only by his result-producing ability and effort.

Response should include full statement of age, education, experience in detail, references, etc. Box 816, Printers' Ink, Chicago Office.

**WANTED A PARTNER** with energy, initiative, experience and some money in a small Southern daily. Good opportunity to form successful partnership or buy or lease a paper which can be made to pay well. Box 812, P. I.

**COPY READER (woman)**, with magazine, encyclopedia or text-book experience, to edit reports on medical and public health topics; medical education not essential; college graduate preferred. In answering state age, nationality, education, positions held, salary received, etc. Box 832, care of Printers' Ink.

## MISCELLANEOUS

**Relieograph for Sale.** Owing to consolidation practically new Pollard-Alling machine at substantial reduction. Week's trial your office. Southern Agriculturist, Nashville, Tenn.

**House-organs, folders, booklets, etc.** Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

## INCORPORATION IN ARIZONA COMPLETED IN ONE DAY

Any capitalization, least cost, greatest advantages. Transact business anywhere. Laws, By-Laws and forms free. Stoddard Incorporating Co., 8-T Phoenix, Ariz.

## Printing Plants and Businesses

Bought and Sold  
**Printers' Outfitters**  
CONNER, FENDLER & CO.  
New York City

## Layout Lessons

Help advertising managers, copy writers, printers, get and sell ideas. I'll coach you privately on current work, in Chicago, or by mail. Moderate fee. Write now to Art Director, Box 813, Printers' Ink, Chicago Office.

## POSITIONS WANTED

**ARTIST**  
Ambitious girl wants half-time art position to assist in finishing her art studies. Good chance for agencies. Box 824, Printers' Ink.

## Enterprising Business Woman

just completed intensive advertising course (Fordham University), wishes position as assistant. Thoroughly familiar with business ethics and principles. Box 833, P. I.

**EDITOR**  
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June 23, 1921

## PRINTERS' INK

165

**EDITOR**, special writer, experienced; women's magazine or live trade journal; handles food, fashions, technical subjects. \$60 weekly. Box 820, care of Printers' Ink.

### ADVERTISING SOLICITOR

Successful record of six years with small papers on soliciting, promotion and development, desires change. P. O. Box 131, Scranton, Pa.

## An Advertising Manager

"the sort of man who puts things through." See page 138.

**YOUNG COLLEGE WOMAN** with ten months' experience in production work in large New York agency wishes location as assistant to advertising manager. Knowledge of layouts and typography. Box 821, Printers' Ink.

**PRODUCTION MAN**—College graduate, now in charge of production in the advertising department of a Middle Western firm, wished to locate in the East. Salary secondary to opportunity. Personal interview may be arranged. Box 823, care of Printers' Ink.

For two years I have helped the advertising manager of one of the largest national advertisers direct and co-operate all the activities of his department. I have helped him plan and carry through two campaigns. During this period my specialization was the selection of media; newspapers, farm papers, farm newspapers, magazines and trade journals. My services will be available July 15th. Address Box 822, Printers' Ink.

### ADVERTISING MANAGER OR ACCOUNT EXECUTIVE

Nine years' manufacturing, two years' agency, two years' export experience. A high-grade executive and salesman, strong on plans, copy and layouts. Employer writes: "While connected with us he secured a large number of accounts. Is a superior type of man." Age 40; married. Mention 4099-B. "We Connect the Wires." Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

## Agency, Publisher or Advertiser

A thoroughly experienced advertising executive; now employed. Completely schooled in the national distribution of different lines of merchandise into rural communities. A successful salesman of space in rural going publications and trade papers. Enjoying good standing with agencies east and west. Wishes to better his chances for advancement. Willing to start as solicitor at nominal salary. Your correspondence will receive strict confidence. Please give details first letter.

Box 835, care Printers' Ink, Chicago Office.

**MR. PUBLISHER**. Here's a young man with six years' experience in soliciting advertising. Some knowledge of copy writing. He wants a hard job and a chance to make good. Box 819, care of Printers' Ink.

**Advertising Solicitor** (trade publication), now earning \$4,000, desires to make change. Salary or commission with guarantee. New York City territory preferred. Also thoroughly experienced as "make-up" man, correspondent and publication office manager. Best references. Box 829, care of Printers' Ink.

### Executive:

Sixteen years with trade papers, the past seven with the largest publishers of technical journals in the country, desires a position where there is an opportunity to develop some department or element for the betterment of your organization. Am a builder of editorial, subscriptions, statistical and advertising. If all or part of your business needs developing let me talk the matter over with you. Available at once at \$3,000 where there is a future for success. Box 831, care of Printers' Ink.

## Advertising Manager Or Assistant

Capable idea man, forcible writer, thoroughly acquainted with art, typography, printing and engraving.

During nine years of intensive business training I have successfully promoted sales through correspondence, sold advertising for a class publication, planned and executed dealer campaigns for many large hardware manufacturers.

This knowledge and experience, the ability to work aggressively and consistently, and a determined effort to progress are at your disposal. Salary \$3,000.

Box 834, Printers' Ink.

## For Rent—Ability

The ability to make pothooks and transcribe 'em after they're made; to pound the office piano to the tune of "Speed with Accuracy." These plus a year at college, the ability to write a fair letter, a slight knowledge of copywriting, lay outs and other phases of advertising and four years' experience in the Direct-Mail field.

Am not a Babe Ruth or a Chick Evans when it comes to advertising, but I've got a little brains and the ambition to bat 400 or turn in a 68, if you wish.

What agency executive or advertising man with national advertiser is going to let this Brooklyn lad relieve him of some of the details of his day's work, as secretary-stenographer? Are you? JEFF, Box 828, care of Printers' Ink.

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The only kind of advertising worth selling or buying is advertising which benefits both the buyer and the seller of the product advertised.

**Thos. Cusack Co.**

Outdoor Advertising—Nation Wide

CHICAGO

Harrison and Loomis Sts.

NEW YORK

Broadway at 25th St.

Outdoor Advertising builds sound, enduring business

168

PRINTERS' INK

June 23, 1921

## 100,000 Investors Have Written Chicago Tribune for Financial Guidance

Seven years ago The Chicago Tribune decided that it was not enough to eliminate bad advertisements from its financial pages. The Investors' Guide was established to render positive assistance to Tribune readers in selecting worthy financial offerings.

There has been a steady and inspiring improvement in the character of inquiries received. At first the majority were about fakes, wildcat schemes and dead issues. Today they are from men and women with intelligent appreciation of financial statistics.

The Tribune is gratified at counting such a large number of substantial investors among its readers, and at having been a factor in raising their standards along this line.

It is not surprising that The Tribune carries a third of all the financial advertising that appears in Chicago newspapers.

### **The Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

Largest Morning Daily Circulation in America